

A cartoon illustration of a man with brown hair, black-rimmed glasses, and a brown mustache. He is wearing a dark suit jacket, a white shirt, and a red tie. He is holding a large white rectangular sign with both hands. The background is a solid blue color with a repeating pattern of light blue glasses and mustaches. The sign contains the text 'TODAY' in large blue letters, 'GRADUATE THESIS PROPOSAL' in smaller black letters, and 'Tianzi Yuan (Lena) 03769733' in black letters at the bottom.

# TODAY

**GRADUATE THESIS PROPOSAL**

Tianzi Yuan (Lena) 03769733

# CONTENT

1 PERSONAL RESUME

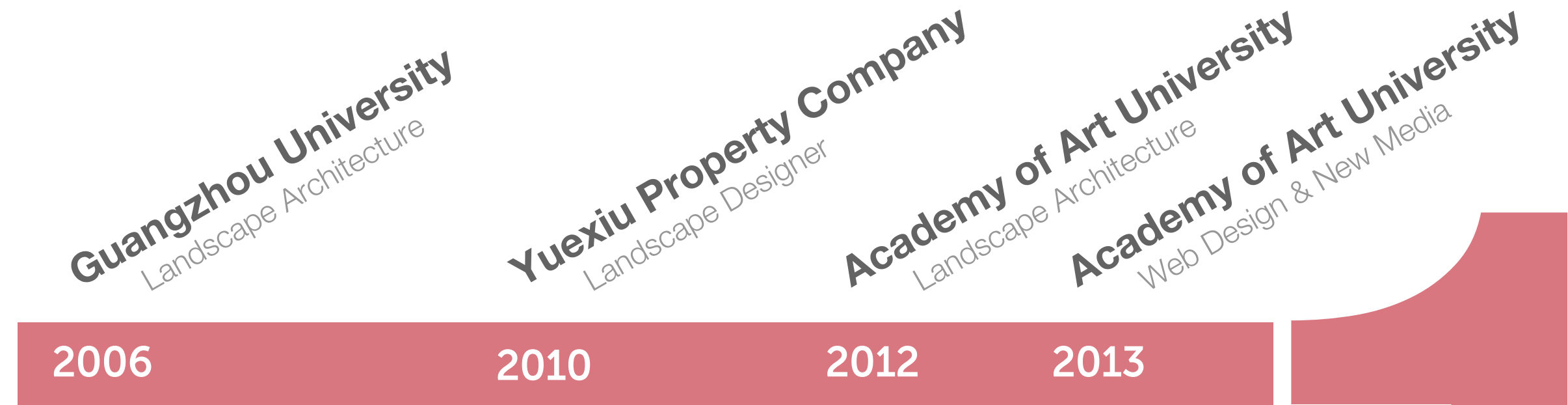
2 THESIS IDEA

3 PRODUCT CONCEPT

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# Background & Experience

# Autobiography

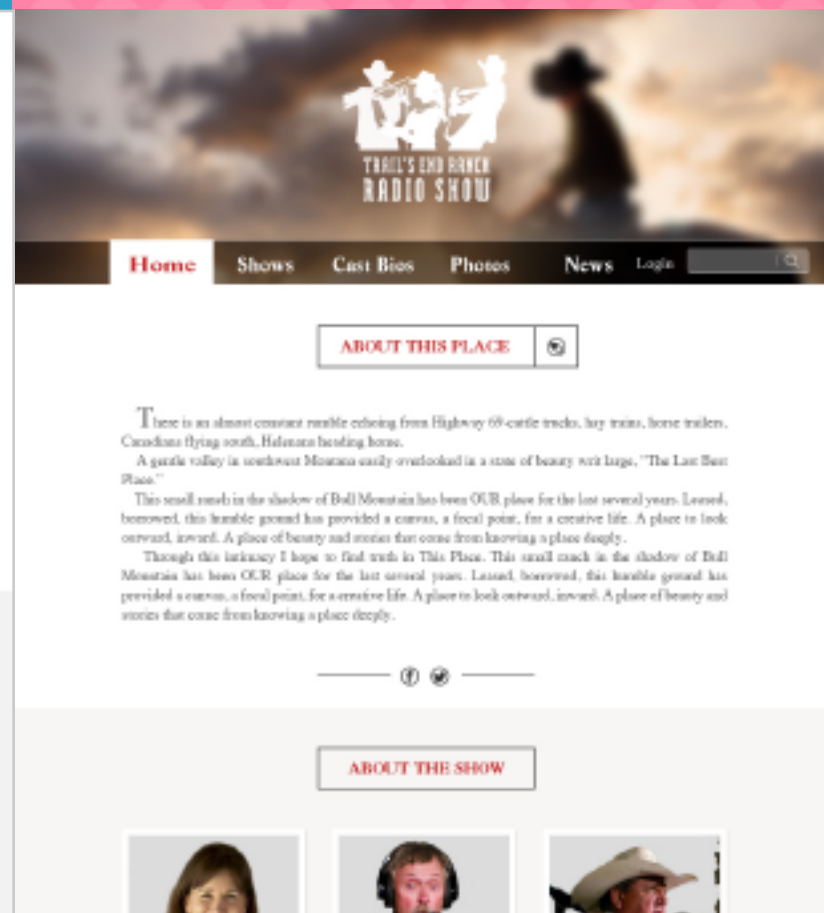
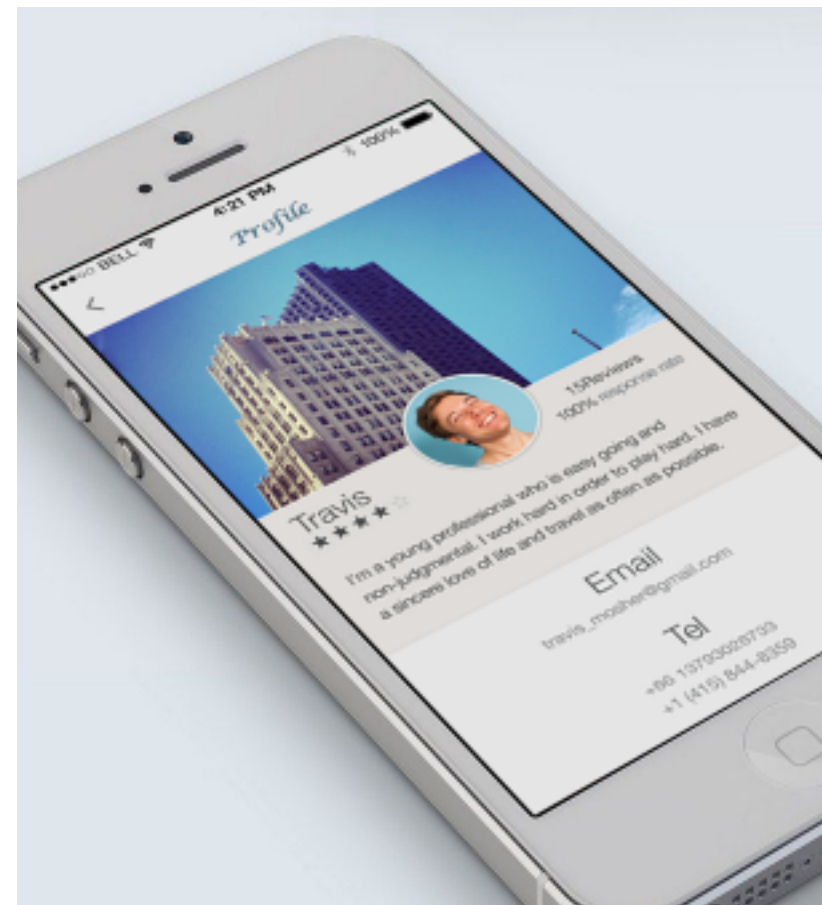
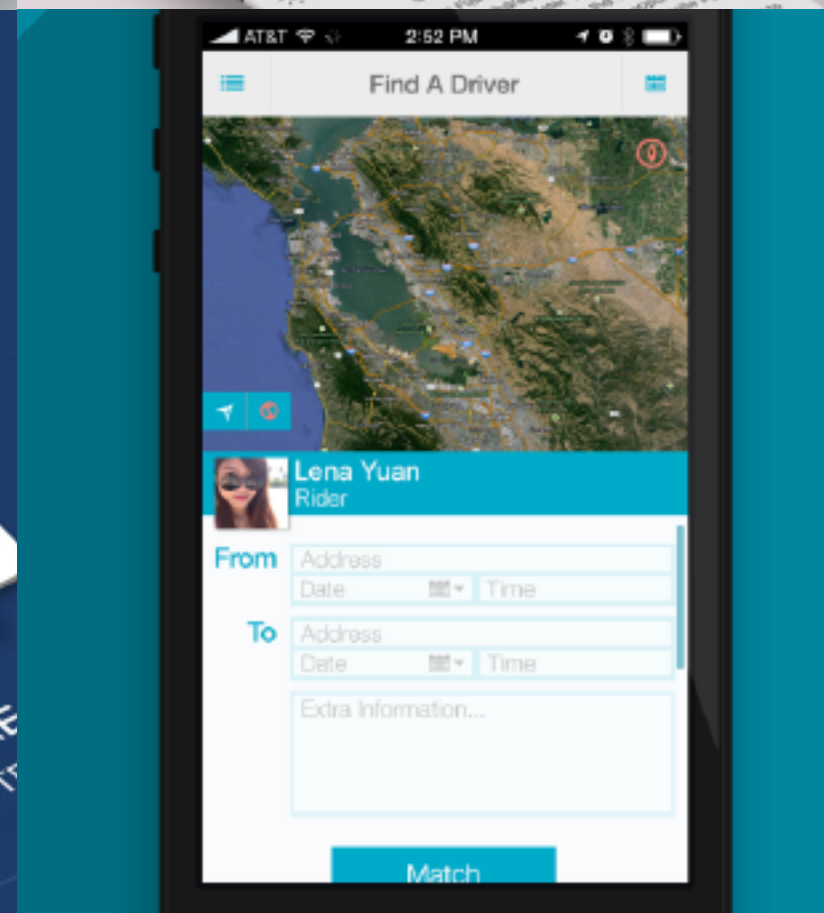
My name is Tianzi, my nick name is Lena. I was born and raised in Caton, China. I switched to **Web Design & New Media** from **Landscape Architecture one and a half years** ago.

I have **six years** background in Landscape Architecture, and non-background in **visual design and coding**. But when I start courses in UI/UX design and programming, I found I love this field much **more than** Landscape Architeture.

I have passion in learning and doing design, I'm willing to find out good designs and do my stuff at my free time. Good design catch my eyes and give me inspiration and passion, programming challenge me a lot. That's the reason I love this



UI/UX DESIGN  
*Applications*  
WEB DESIGN & NEW MEDIA AT AAU





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“ I live - I live a highly scheduled life. There's absolutely no time wasted. I'm very focused. And I have a great assistant. ”

Madonna Ciccone

## Abstract

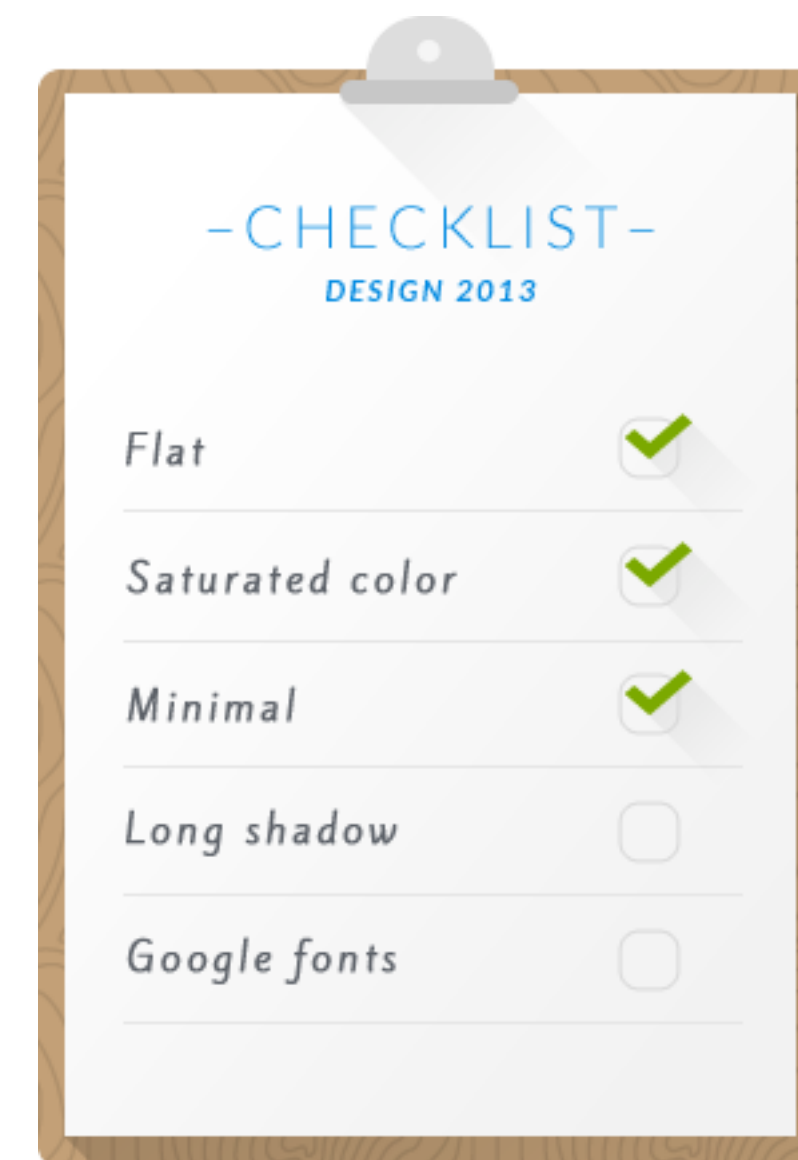
Today, a fun and intellectual assistant app, which will remind about bad weather; and automatically insert personal schedule, events, friends' birthday by connecting with Google account, email and Facebook; also you can voice insert shopping list, or it will analyze your activities then pop-up shopping suggestions maybe you need. When you pass the store on your shopping list, it will do pop-up. It's your personal butler who manage everything for you and care about you.

The Butler app has only three functions, each function has one page, slide screen to switch between the pages. This app doesn't need to set too much, it's a smart assistant. Even though users want to set schedule or shopping list, they can do voice insert. In addition, for more fun, it will have a character butler, looks like the app is a real butler, he/she has personality and care about you. The app will based on Android system because it will do pop-up remind and has style. The controlling will use gesture mostly, it's easier to use and more fun than tap control.

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## Satement of Interest

“ I’m lazy in set up a reminder.  
If I remember to set up everything,  
why I need a reminder? ”

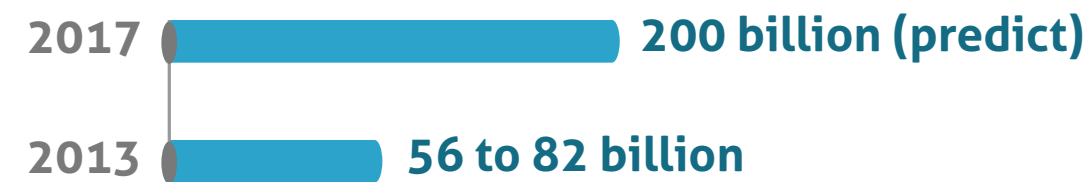


I'm a lazy person, I hate the reminders have to type and set reminding time. If I'm good at schedule manage, why I need a reminder? And I also hate the reminders' interface, bunch of lists, look very boring. I have no interested in using or setting the reminders at most of time. So I was wondering, can I do a really smart and intellectual reminder, give up the list form, let it looks more fun and easy to use. It can be an assistant which remind about my life, like weather, remind me to go out with umbrella or jacket if it's rainy or windy. It can insert my schedule by some other accounts, then I don't need to set or type any schedule or event. It's my personal assistant or butler, he/she know all schedules of me, I don't need to tell him/her what to do. It should be a fun and cool application, then I have interest to use it.

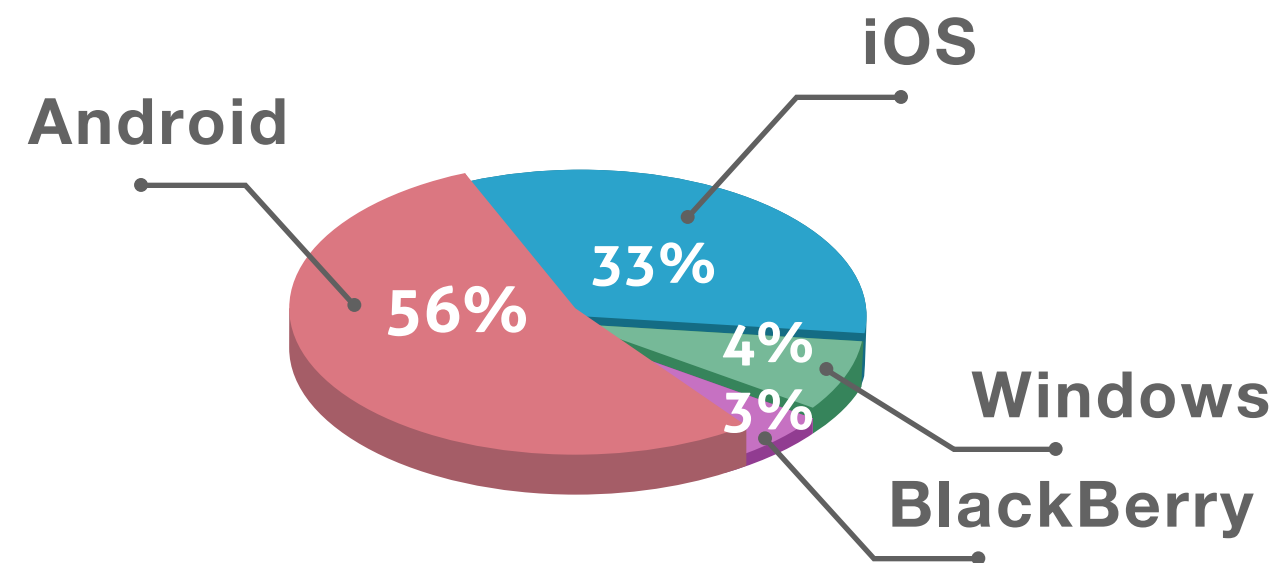


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## App Downloads

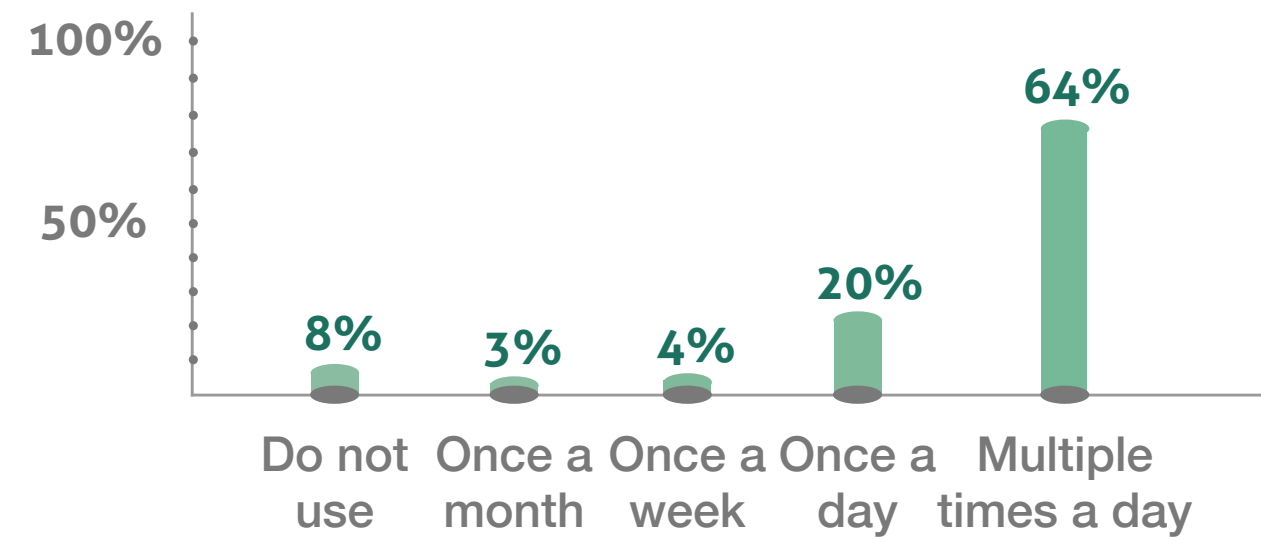


## Percentage of 56 billion downloads

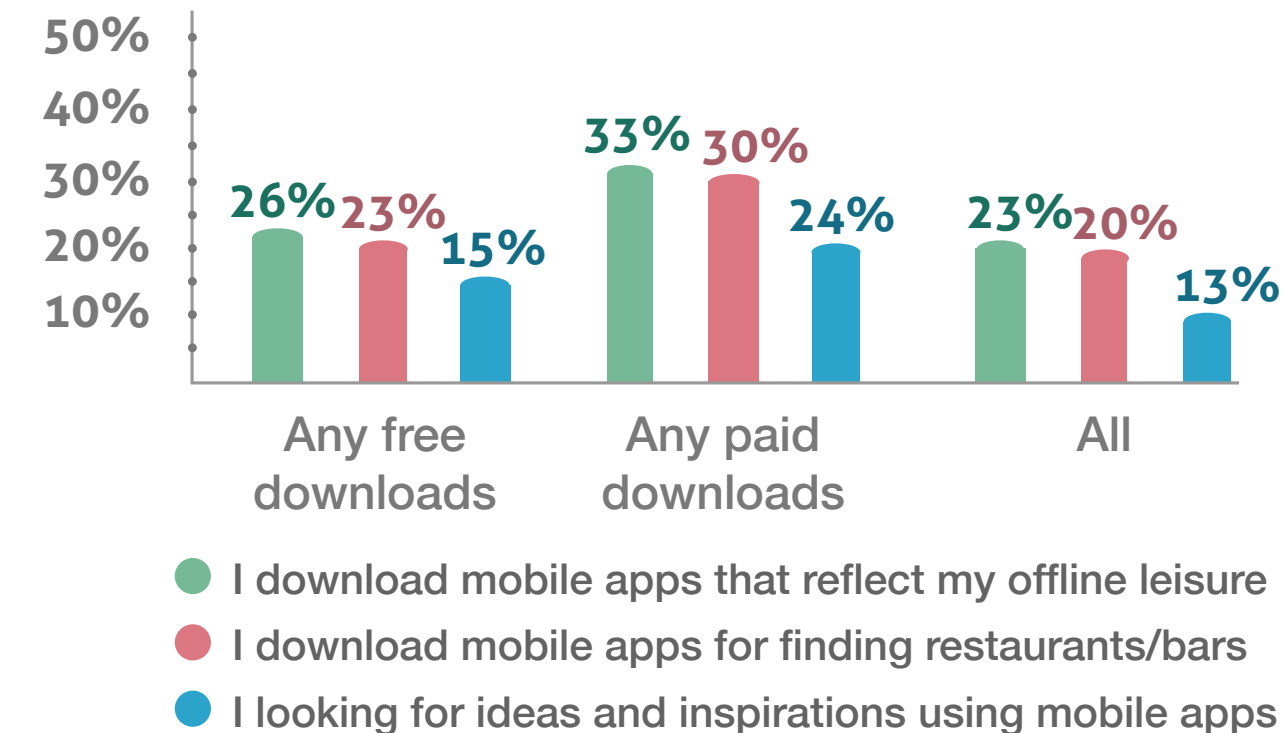


## Mobile App Market

### App Using Frequency

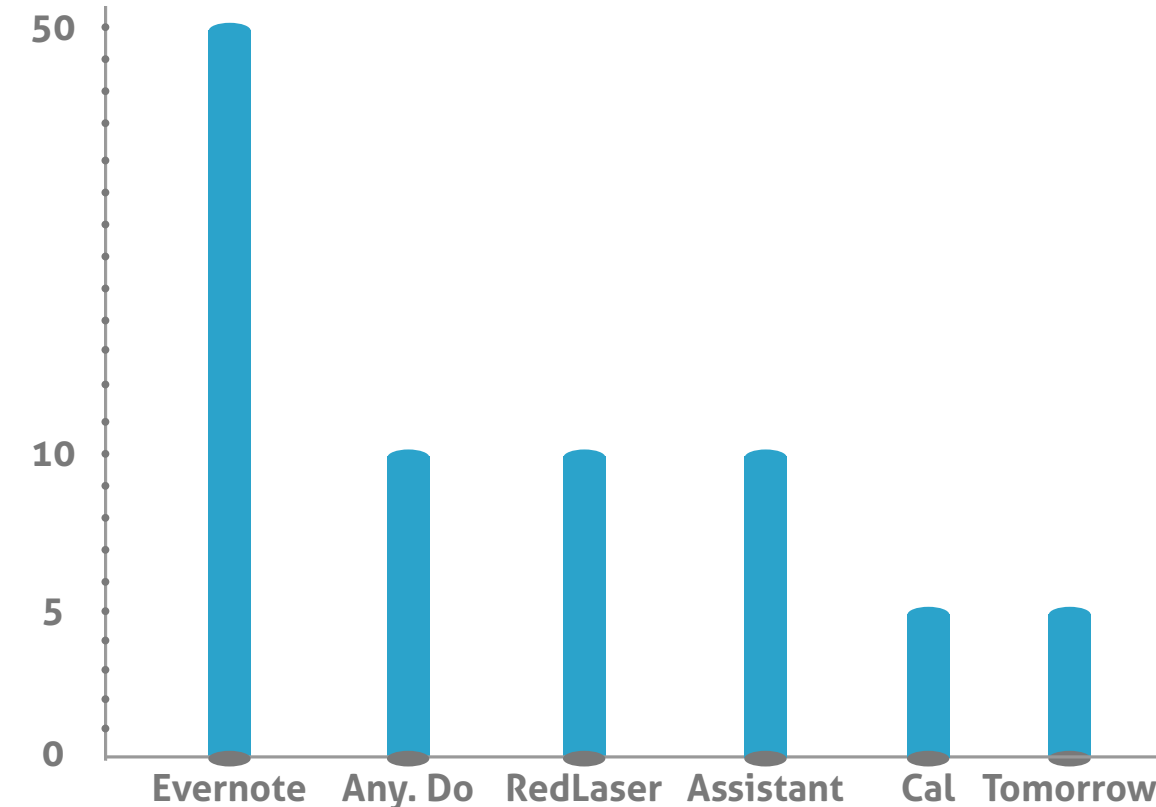


### Reasons For Using New Apps

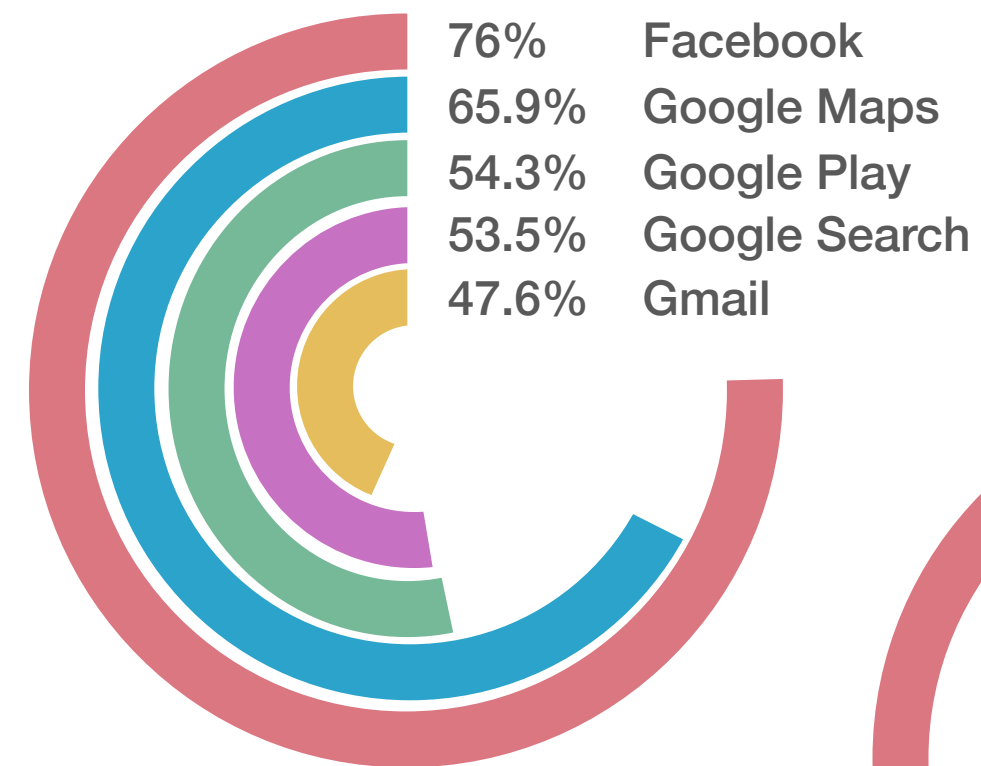


## Popular Apps

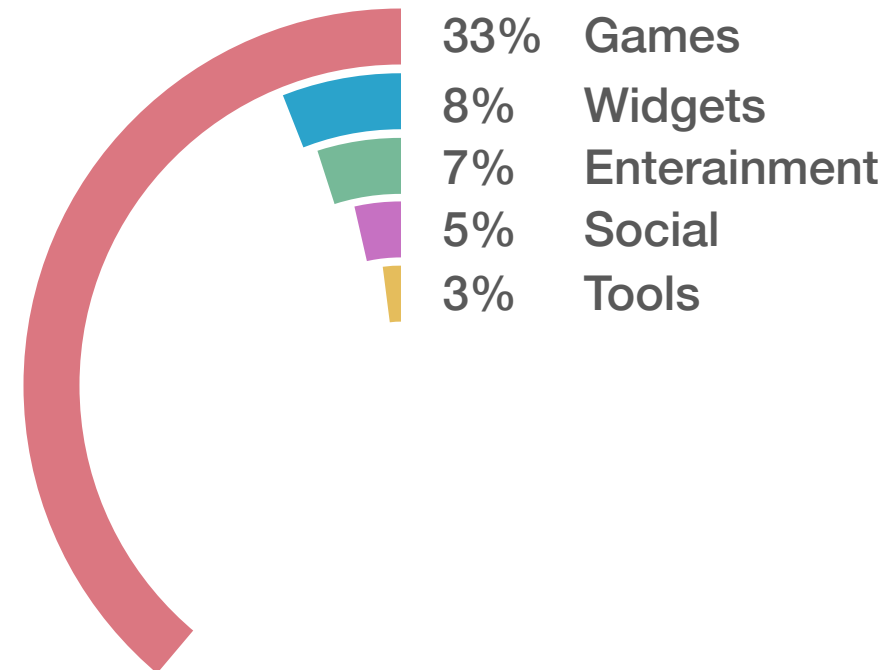
### Reminder Downloads at Google Play (million)

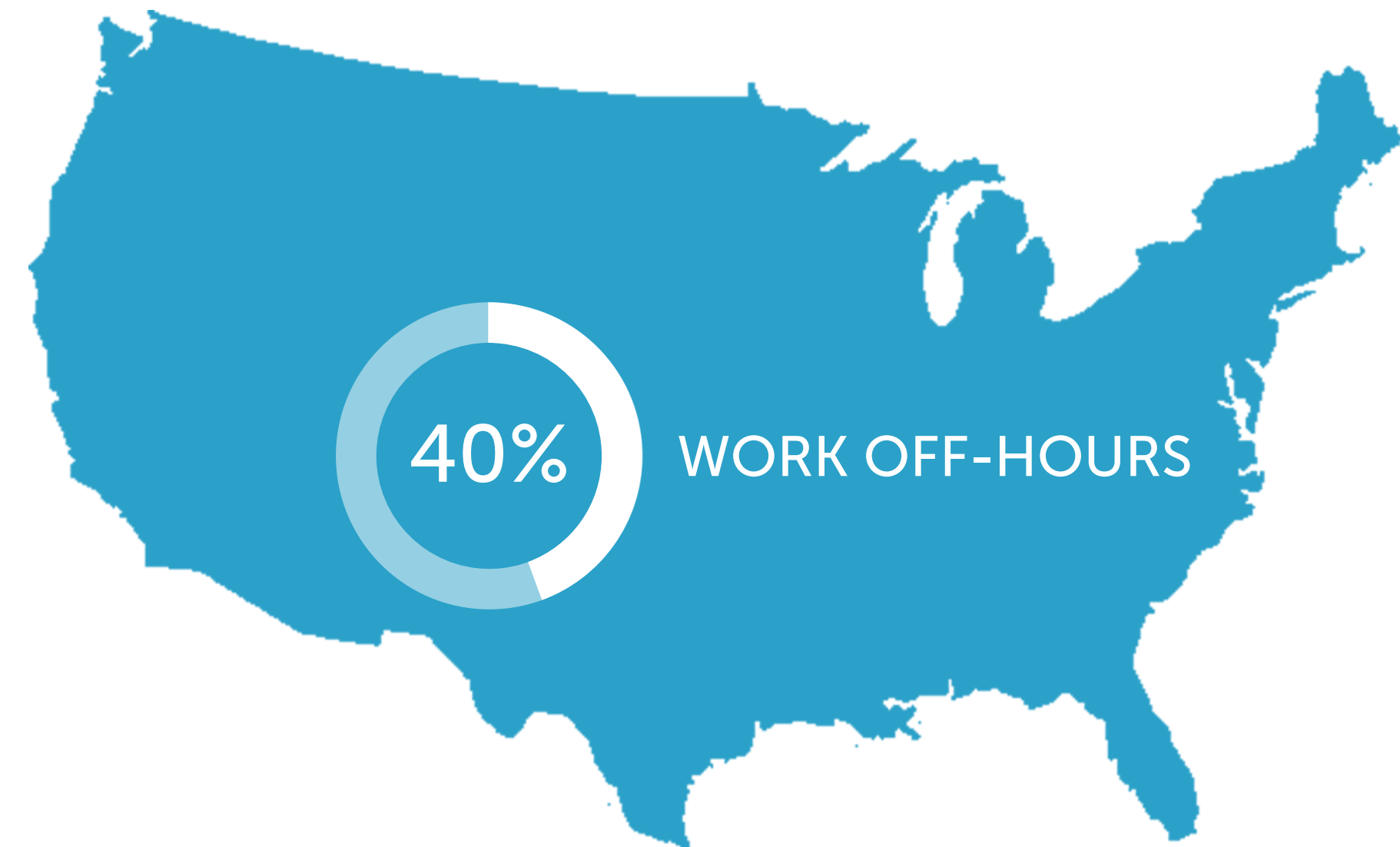


### Most Used Apps



### Most Popular Apps





31% WORK  
9.5 H/DAY



9% WORK  
11 H/DAY

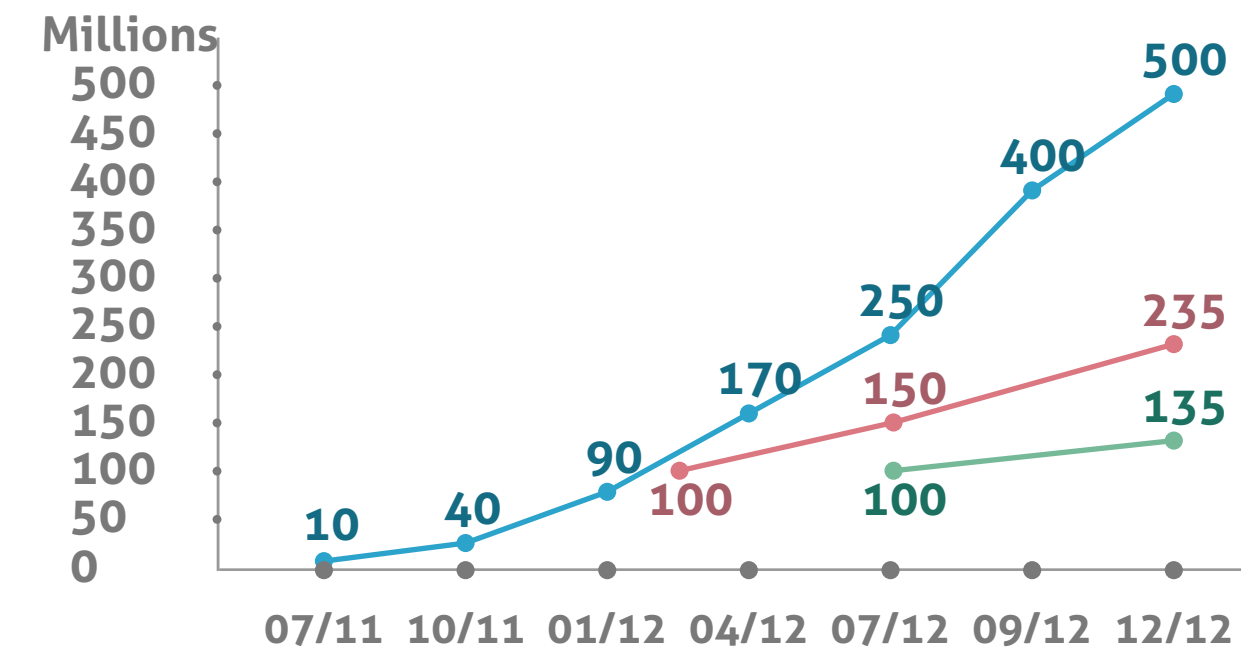
The US Market

App API Resource

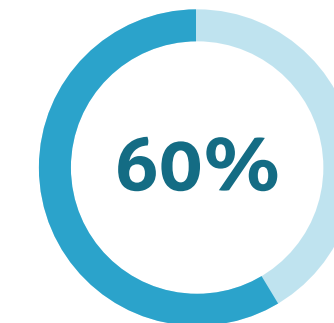


Google Plus

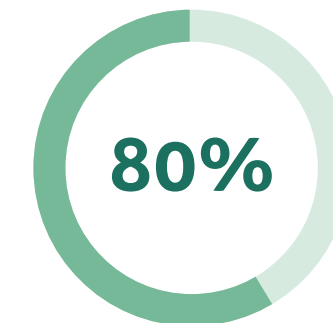
The Growth of Google+



- ENABLEDS: Google+ Enabled Google Accounts
- LAYER USERS: Those who've done some Google+ powered action
- GOOGLE+ USERS: Those active within Google+ itself



60% of 500M users  
engage DAILY



80% of 500M users  
engage WEEKLY



# Google Calendar

App Data Resource

App Data Resource



Facebook

How does Google Calendar work?



Gmail

email contains trigger words ("meeting", or dates and times) arrives

automaticlly display "add to calendar"



create a schedule then "Add Even"

Gadget



Google desktop



docked in the sidebar, check and add schedule easily



Users

1/13 people  
on Earth is on Facebook  
71.2 %  
of all USA internet users



1.5 billion  
event invites in 20 mins  
2.7 billion  
likes & comments daily

Actives

845 million  
monthly active users  
64%  
daily active users

Groups

900 million  
interact objects  
80 groups/events  
average user connect

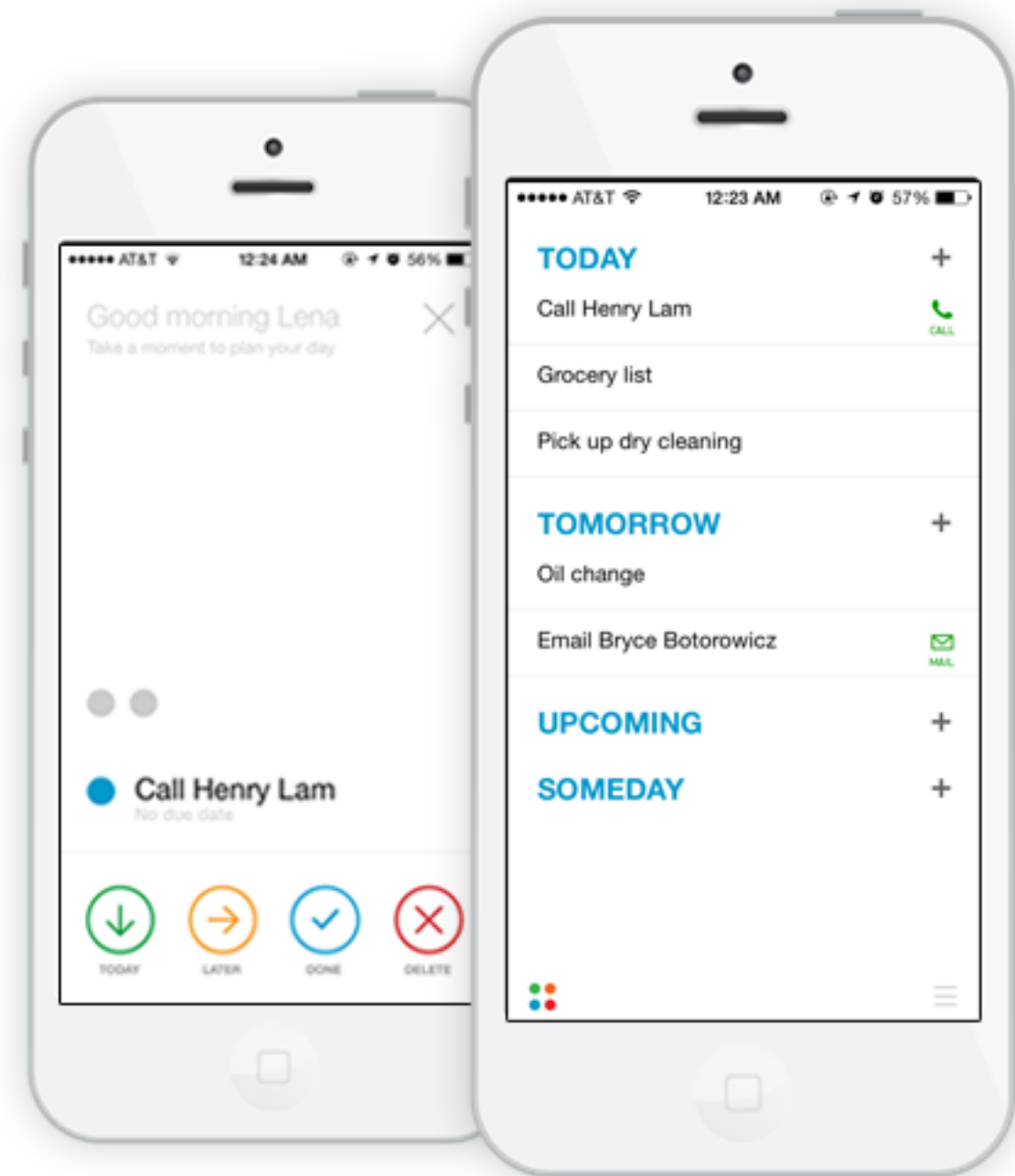
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# Competitive Analysis

## Remind Applications







## Any. Do

**Any.Do** is a reminder app create to people who is busy or easy to forget schedules. It bases on smart phones and help users realize their potential and have a good day, every day.

### What it does:

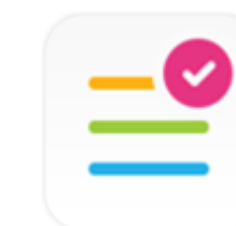
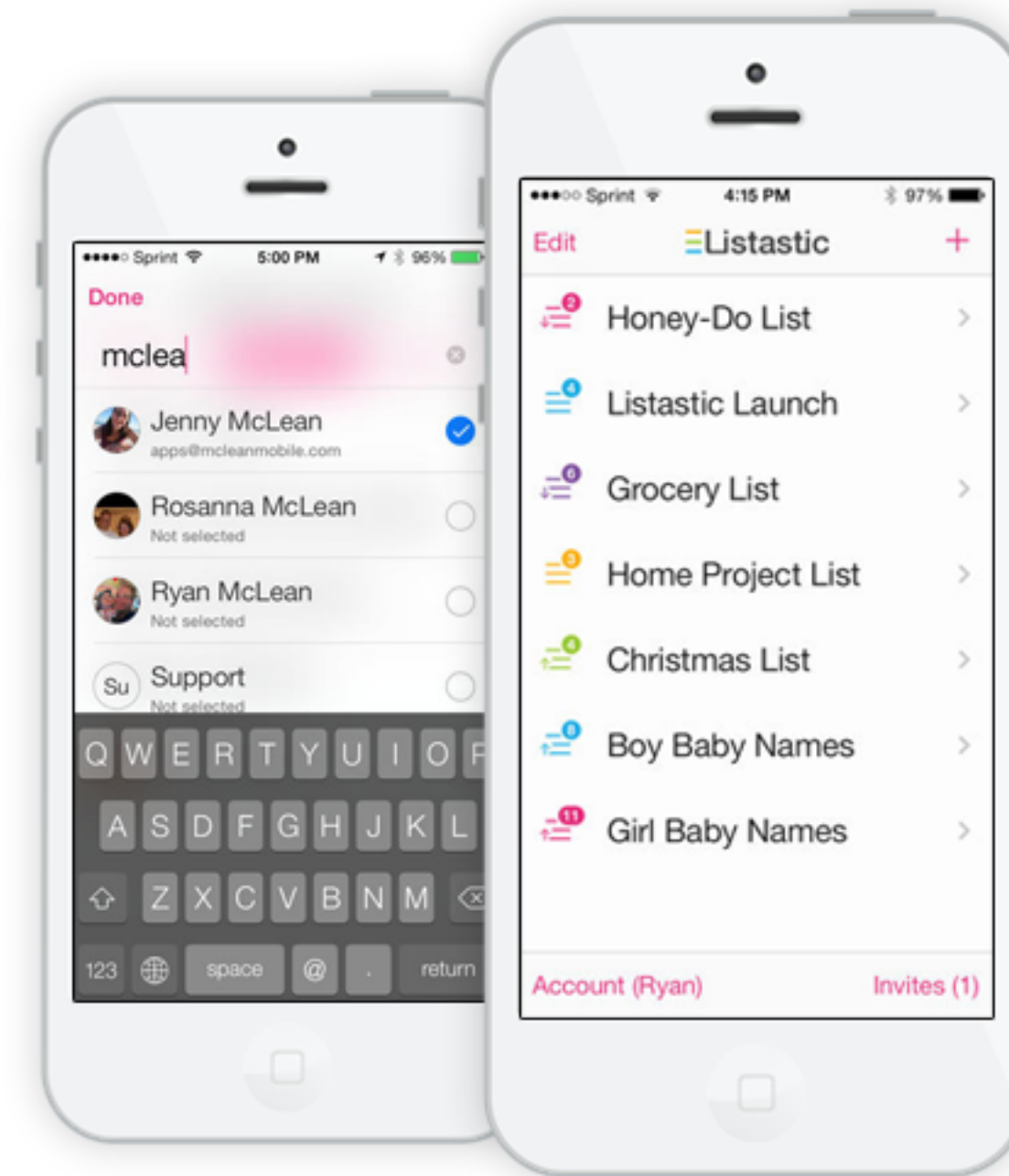
- ✓ Keep all your to-dos in sync
- ✓ Drag & drop to plan your agenda
- ✓ Add reminders and never forget a thing
- ✓ Attach notes, or use them as sub-tasks
- ✓ Embedded Gmail features let you quickly turn emails into actions

## PROS

Voice insert orders  
Connects contacts information  
Sends email / text / call switch via app  
Available for location changing remind

## CONS

Has to set remind details  
Not good at showing complete plans  
The Any.Do moment animation is a little long



## Listastic

**Listastic** is a collaborative list making app to help keep life in a little more order. Whether it's keeping a running Grocery list with your significant other, collaborating on key project goals with a team of colleagues, or sharing birthday gift ideas with your friends and family, Listastic is up for the task.

### What it does:

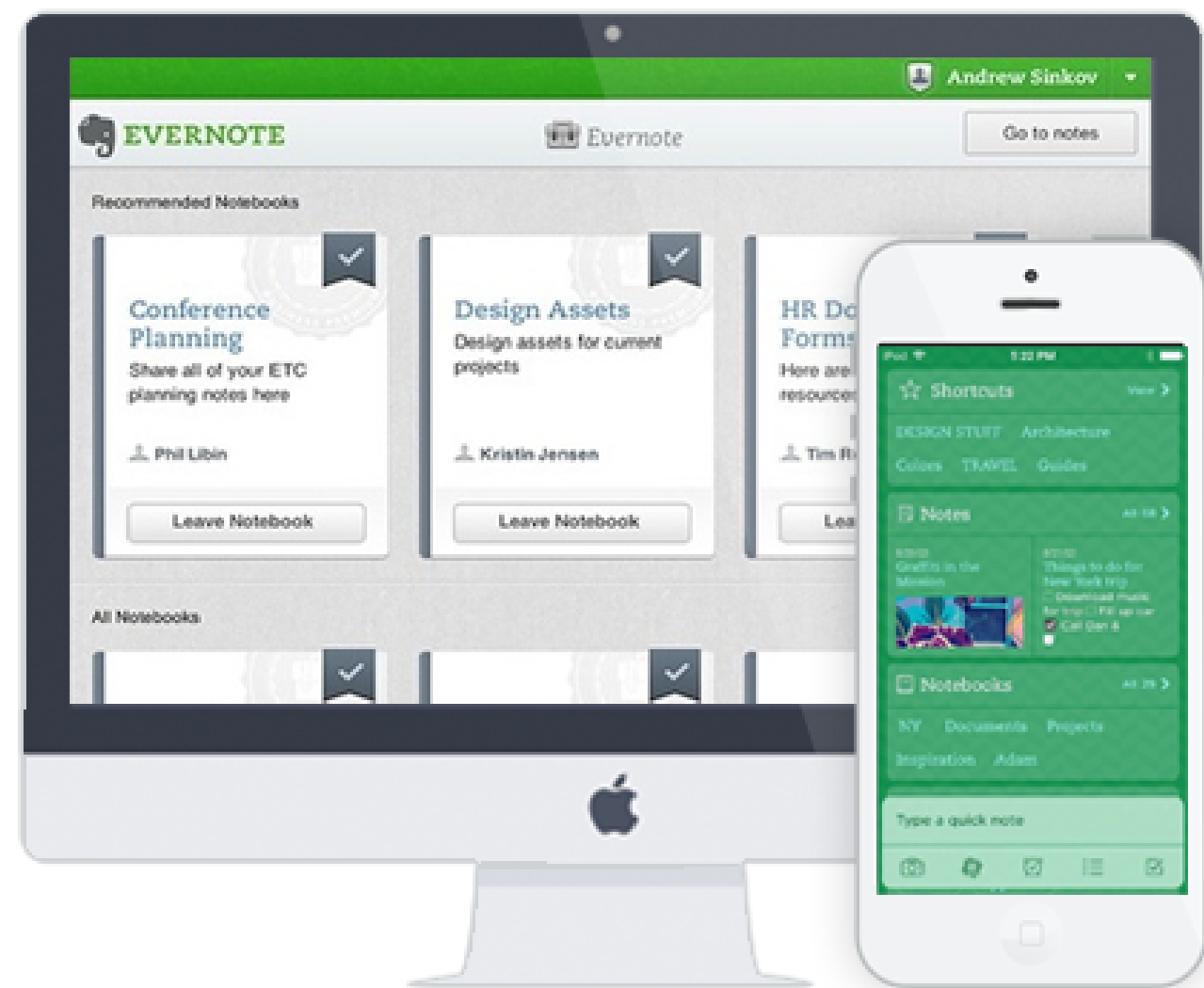
- ✓ Stay Organized
- ✓ Back-up & Sync
- ✓ Collaborate and Share
- ✓ Features for the premium users, including email

## PROS

Lists to do things in different color  
Has contacts and do share to friends  
Nice gesture control  
Has sublist, manage lists

## CONS

Cannot call or text contacts  
It doesn't has alarm, don't do remind  
Complex controlling system, not good at UX part



## PROS

Has both website and app version  
Shares things in sync  
Easy to insert orders  
Works with friends and colleagues



## Evernote

**Evernote** is a management and reminding app which makes it easy to remember things from your everyday life using your computer, phone, tablet and the web. Stay organized, lets you take notes, create to-do lists, record voice reminders--and makes these notes completely searchable, whether you are at home, at work, or on the go.

### What it does:

- ✓ Create text, photo and audio notes
- ✓ Clip web pages including text, links, and images
- ✓ Synchronize notes across devices

## CONS

Doesn't do location remind  
It's a note and management app,  
doesn't push person to do something.

## Competitive Matrix

	Any.Do	Listastic	Evernote	Today
Reminds at a specific time	✓		✓	✓
Voice insert	✓			✓
Does activities remind				✓
Does location remind	✓			✓
Unlist interface				✓
Lists and manage things		✓	✓	✓
Has calendar to check				✓
Has butler/assistant character				✓



# Competitive Analysis

## Assistant Applications



## Siri

**Siri** is an intelligent personal assistant and knowledge navigator which works as an application for Apple Inc.'s iOS. The application uses a natural language user interface to answer questions, make recommendations, and perform actions by delegating requests to a set of Web service.

### What it does:

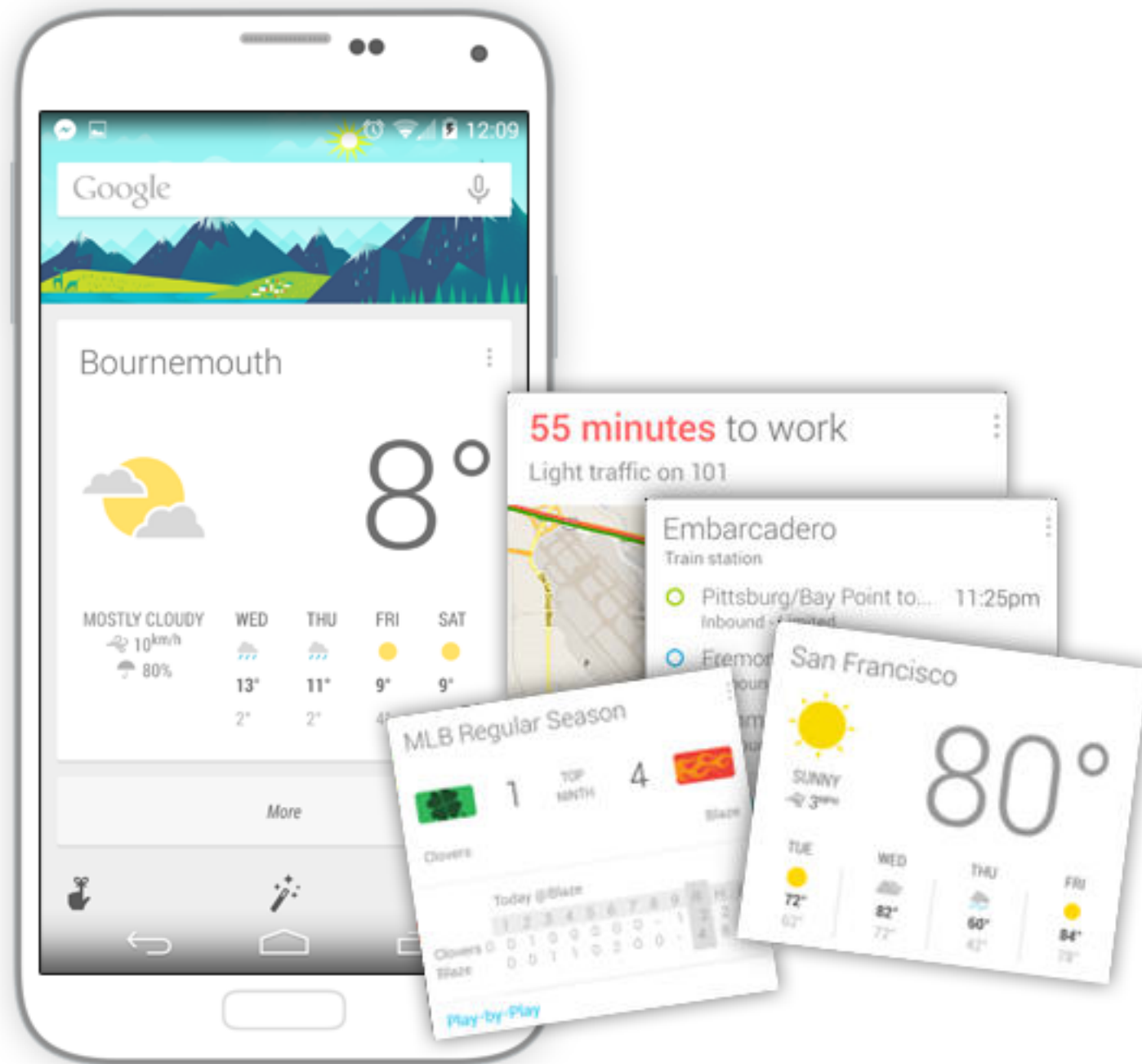
- ✓ Voice order
- ✓ Give response
- ✓ Answer questions by web services
- ✓ Send mail or call someone

## PROS

Voice insert orders  
Gives response  
Sends email / text / call  
Answer questions by web services  
Simple controll and nice interface

## CONS

Voice insert only  
Sometimes cannot understand what I'm saying  
Doesn't analyze and find out what you want, has to order Siri to do something.



# Google Now

**Google Now** is an intelligent personal assistant developed by Google that is available within the Google Search. Google Now uses a natural language user interface to answer questions, make recommendations, and perform actions by delegating requests to a set of web services. Along with answering user-initiated queries, Google Now passively delivers information to the user that it predicts they will want, based on their search habits.

### What it does:

- ✓ No need to order
- ✓ Auto popup information cards
- ✓ Answer questions by web services
- ✓ Analyze users' habits

## PROS

- No need to order or set up reminds
- Auto popup cards at home screen
- Answer questions by web services
- Analyze users habits
- Simple and nice user interface

## CONS

- Cannot set specific reminds
- Seems great but hasn't worked that great
- Doesn't work at iOS as well as Android

# Competitive Matrix

	Siri	Google Now	Today
Voice insert orders	✓		✓
Type insert orders			✓
Get information from other accounts		✓	✓
Auto popup reminds		✓	✓
Send email or call someone	✓		✓
Has butler/assistant character			✓



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# Target Audience



My target audience will be the **15 to 28 years old, male and female, who needs a reminder but lazy in settings, doesn't like too formal and boring checklist reminder.** People who are interested in fun, brand new and cool stuffs will be my target audience.

**These personas are collected based on my target audience.** They are the representation of people who need reminders but don't like the formal reminders and are lazy in settings. **They need an app which is smart and intelligent to remind, and a fun and cool interface.** They can get more information in one day they need, such as weather, schedule, shopping list, but no need to set up these. **Personas are based on real people but I changed their names and photos.**





Katelin

# Persona 01

## Demographic

Age : 28

Occupation : UI/UX designer

Location : San Francisco, CA

Tech Savvy : ★★☆☆☆

Gear : Andriod phone, iPad, iMac, Apple TV

Most Used App : Dropbox, Wechat, Qvod, Facebook, Messenger, Netflix, OkCupid, Hulu,

“ I’m busy at work but not good at technology, I need an intelligent assistant to manage my schedule. ”

## Personal Background

Katelin is a Mobile App designer who is working for Andriod system. She works hard but kind of messy at life. She’s full of schedule and events. she wants something can remind her off work schedule. But she’s a picky and lazy user, she doesn’t like the settings of reminder, she says if she has to type and set, she won’t use it. She’s looking for an intelligent reminding app which analyze and collect her information at the back-end.

## Task Flow

“ I don’t want to type anything!!! Stepless is the best design. ”



## Needs

Auto reminding.

No need to enter schedule, can do tap, but no type.

Tell me the wether, and auto match my pictures which shot at same wether, then let me know how should I dress.

Smart, no need to check, will auto pop-up.

## Goals

Won’t miss umbrella if my area is sunny but downtown is raining.

Won’t miss some interesting events.

Remember to send a birthday greeting message at midnight.

Won’t forget to buy stuffs I want when pass the store.





Sciter

# Persona 02

## Demographic

Age : 26

Occupation : Freelance UI designer

Location : Daily City, CA

Tech Savvy : ★★☆☆☆

Gear : iPhone, iMac, Macbook Pro

Most Used App : Wechat, iBook, iOS Notes, iOS Weather, Instagram, iOS Mail, Safari,

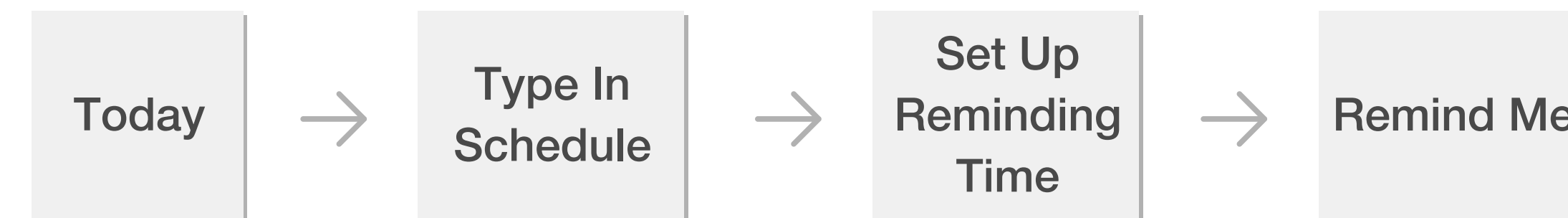
“ If it’s automatic enough, collect all the stuffs I need in life and save time, I’d like to use it. ”

## Personal Background

Sciter is a freelance UI designer who designs apps, websites, books and logos. He is good at design and concept, he has a good eye of beautiful and interesting stuff. But he is suck at technology, he doesn’ use too many apps, and he doesn’t use reminder because of the boring interface and complicated setting. Also, he has a bad memory and he’s messy at life. He hope there’s an interesting and beautiful reminder can manage his life.

## Task Flow

“ Hope it is easy to use and has interesting and fun interface. ”



## Needs

Auto reminding of shopping list.  
Tell me the weather.  
Interesting interface.

## Goals

Can remind me about the shopping list when I pass the store.  
No too many settings, no complicated setting.  
Manage my messy life.



Rebecca

# Persona 03

## Demographic

Age : 23

Occupation : Academy of Art Student

Location : San Francisco, CA

Tech Savvy : ★★★★★☆

Gear : iPhone, Android phone, Macbook Pro

Most Used App : Facebook, Pinterest, Dropbox, Google Maps, Skala View, iOS Mail, Tencent News

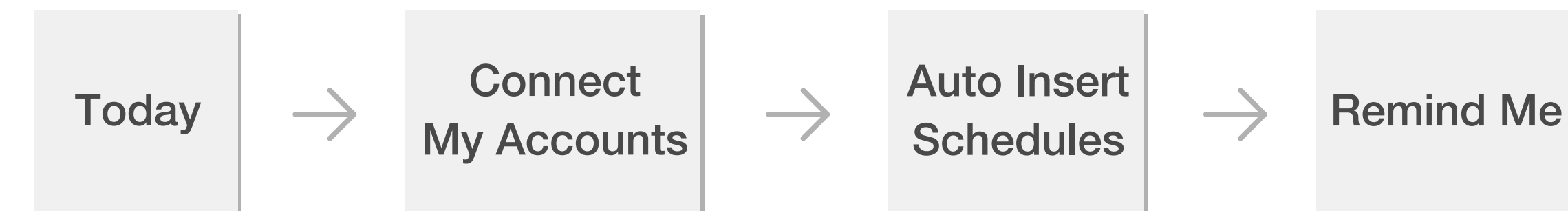
“ I need a reminder but don't use it too much because the interface is sucks. Most of them has a boring checklist. ”

## Personal Background

Rebecca is an Academy of Art student who is studying Web Design & New Media. She has unsure schedule, some events she might go, but not that sure, then she will forget it. She wants an app can remind her about the “may go” events, because most of them are about her career, they are useful. Also she needs the shopping list, she needs some stuffs, but when she pass the store, she forget it. She doesn't like too many settings, she hope the reminder can be smart, doesn't need to type or set too much.

## Task Flow

“ Hope it is easy to use, and doesn't need to set too much. ”



## Needs

Remind me about some events.  
Remind me about my shopping list.  
Interesting and interactive UI & UX design.  
No too much typing enter, I prefer tapable options.

## Goals

Won't miss some events I might go.  
Auto insert schedules, doesn't need to set too much.  
Has a cool interface, I don't like list form.



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# Conclusion

“ It should be an intelligent butler.  
Manage people’s messy life.  
Not an assistant have to tell it what to do. ”

— 35 —

	Intelligent
No need to set up schedule	connect Google account ( Google calendar, Google Plus events ) connect Facebook ( events, friends’ birthday ) connect frequently-used email accounts ( insert schedule ) auto pop-up reminds
Easy to use, stepless	voice insert orders less options, focus on what the most of people needs classify reminding missions in a simle and easy way ( UX ) use more gesture controll, less tap
Intelligent identification	has location service identify bad weather to do remingding identify going activities from emails
	Fun
Not boring as usual reminders	no checklist or bullet point not as common reminders have too much detail setting
Has a real butler character	has a cute, interesting butler character interesting user interface can set up the butler, have more fun and choices let users feel the butler is managing their life, not just a widget

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# Concept of Product

## Moodboards

# 3

“ clear free simple ”

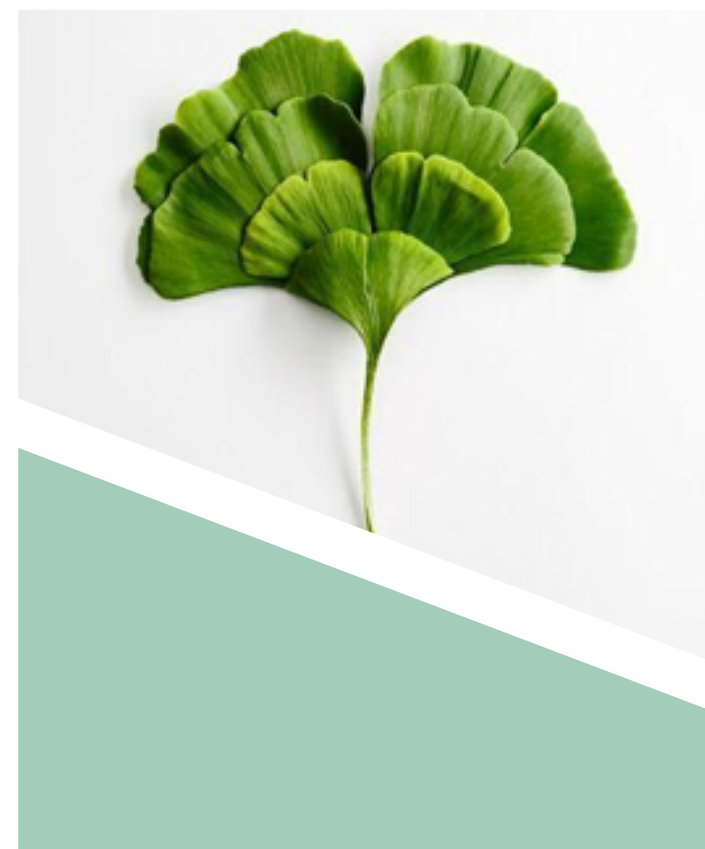
### Moodboard 1





“organized management”

## Moodboard 2



## ITC Lubalin Graph

ABCDEFGHIJKLMNOPQRSTUVWXYZ

WXYZ !@#\$%^&\*(),.

abcdefghijklmnopqrstuvwxyz

0123456789

Joanna MT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

WXYZ!@#\$%^&\*(),.abcdef

ghijklmnopqrstuvwxyz

1234567890



## Moodboard 3

# Helvetica Neue

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

!@#\$%^&amp;\*(),.

abcdefghijklmnopqrst

uvwxyz

0123456789

# Roboto

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

!@#\$%^&amp;\*(),.

abcdefghijklmnopqrstuvwxyz

tuvwxyz

0123456789



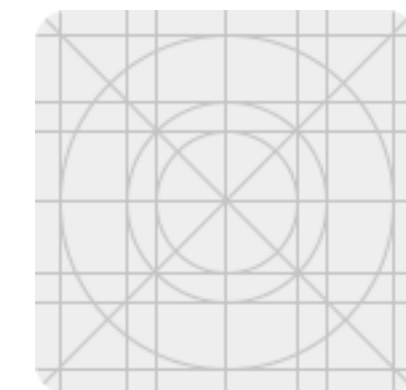


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# Logo Design

“ main colors + check list ✓ ”

Mood 1



144px

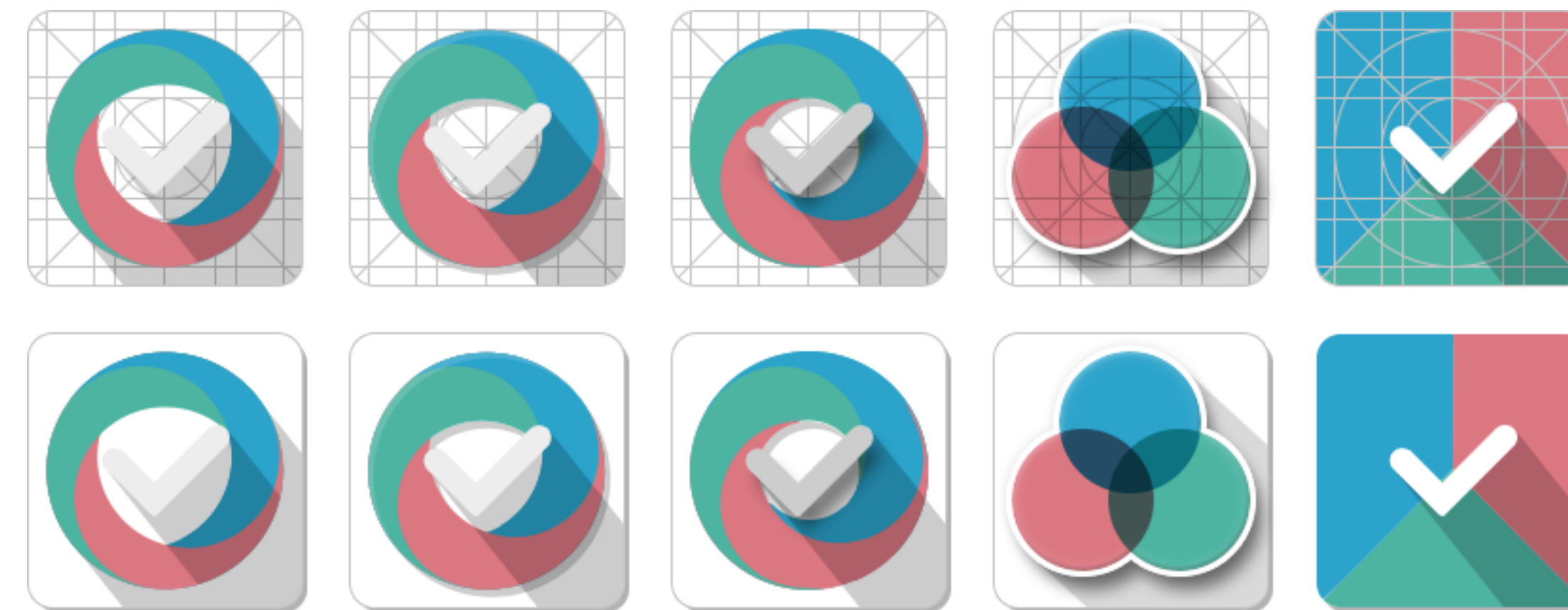
32px



3 colors of the app



check list icon  
means completed



“ fictitious + checklist ✓ ”

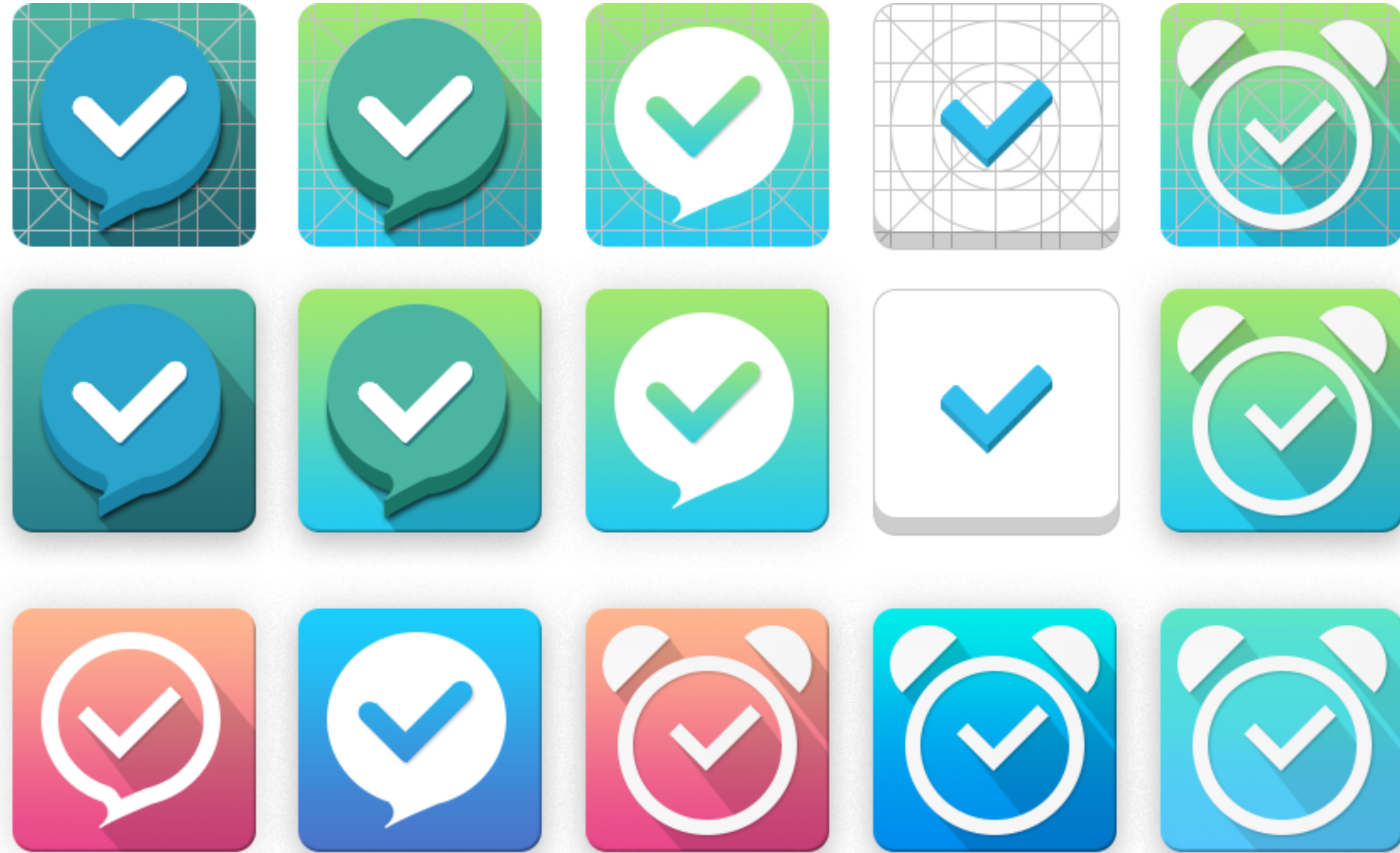
Mood 2



dislog box means  
butler is talking to you



check list icon  
means completed



“ personate + butler ”

Mood 3




butler icons









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# Sitemap




sync data

-  Facebook
-  Google Plus
-  Email
-  Location Service
-  Calendar




weather

- Current City
- Visiting City



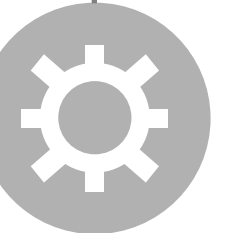
activities

- Schedules
- Friends' B'day
- Events
- Add/Delete




shopping list

- Type in Store
- No Type in Store
- Add/Delete




setting

- Nick Name
- Display
- Accounts



character

- Male
- Female
- Dog
- Cat



Today

- sync data
  - Facebook
  - Google Plus
  - Email
  - Location Service
  - Calendar
- weather
  - Current City
  - Visiting City
- activities
  - Schedules
  - Friends' B'day
  - Events
  - Add/Delete
- shopping list
  - Type in Store
  - No Type in Store
  - Add/Delete
- setting
  - Nick Name
  - Display
  - Accounts
- character
  - Male
  - Female
  - Dog
  - Cat

45

46





## Weather

Here is the **home page** of the app.  
This app **based on Android system**, so  
the interface **follow Android guideline**.



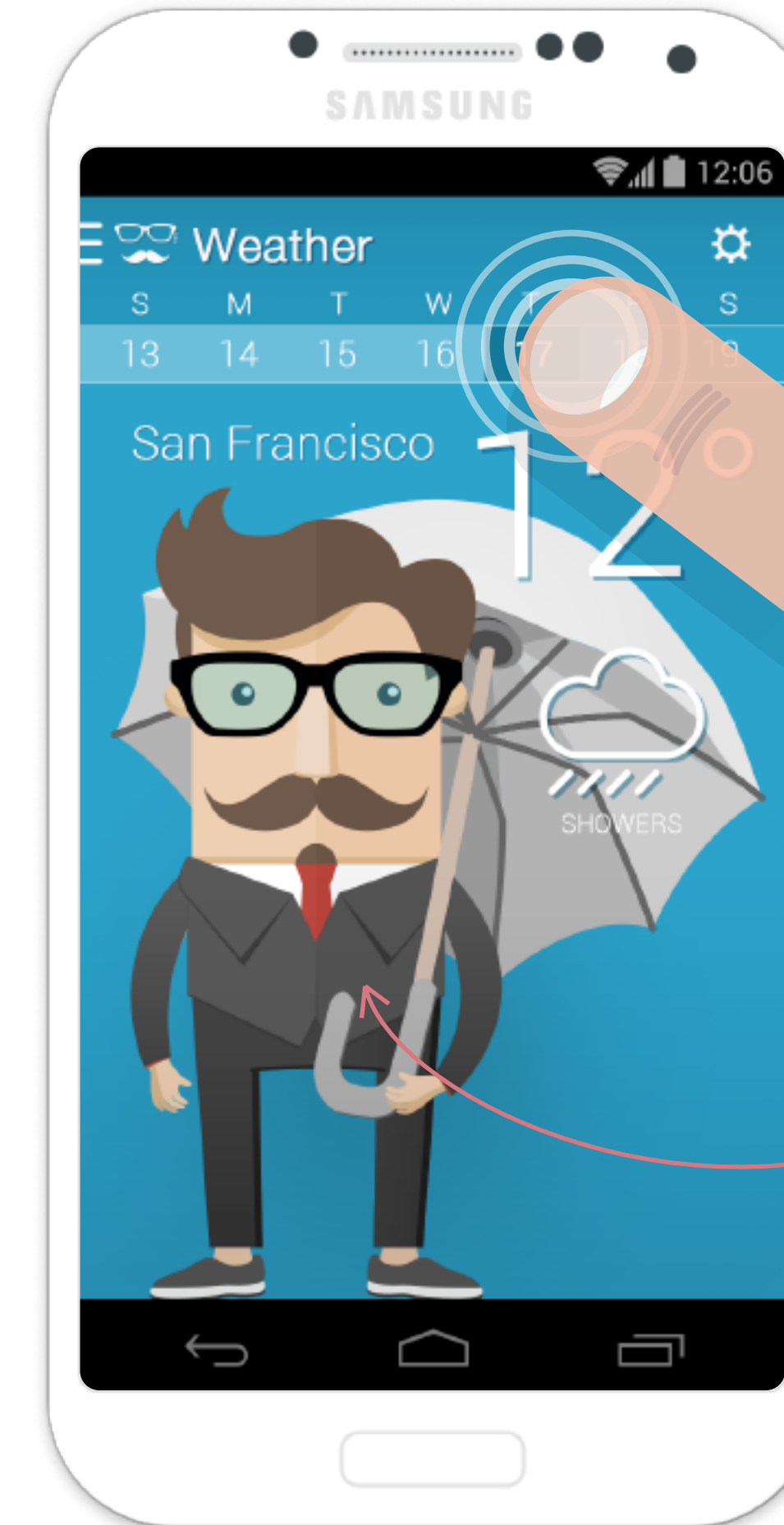
The date of today.

Weather and temperature

The butler character.

01 / 15

## Weather



Tap to switch to another day.

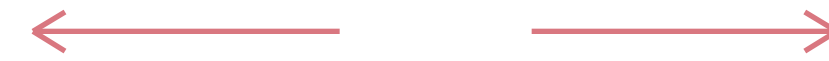
The butler will change clothes or open umbrella with the weather changing

02 / 15

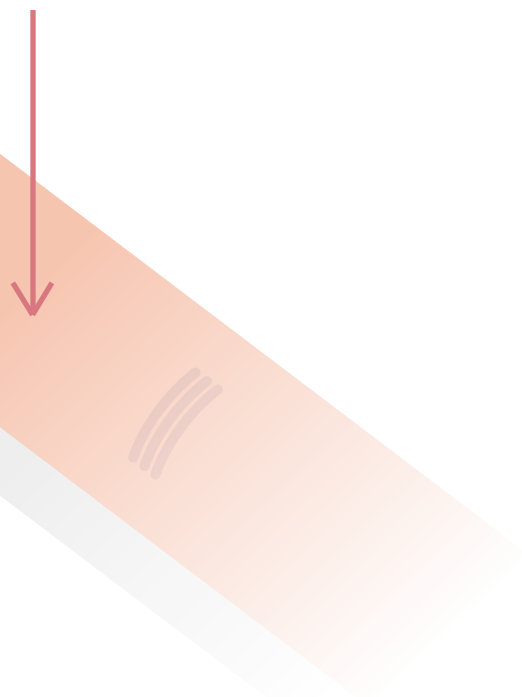
## Weather



Slide left or right to next/previous week



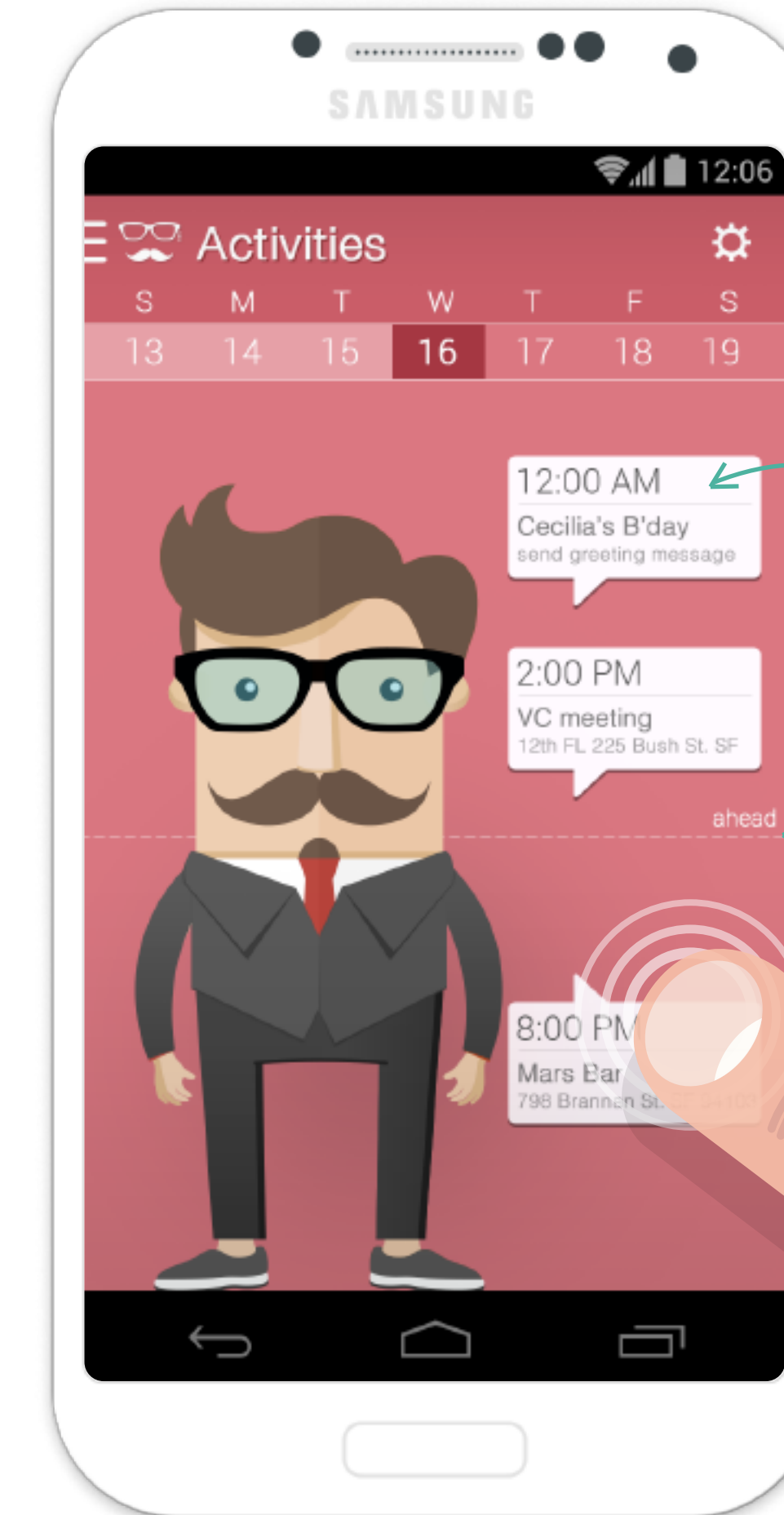
Slide down to the activities page



Butler changes clothes with the weather

03 / 16

## Activities



Display activities by cards

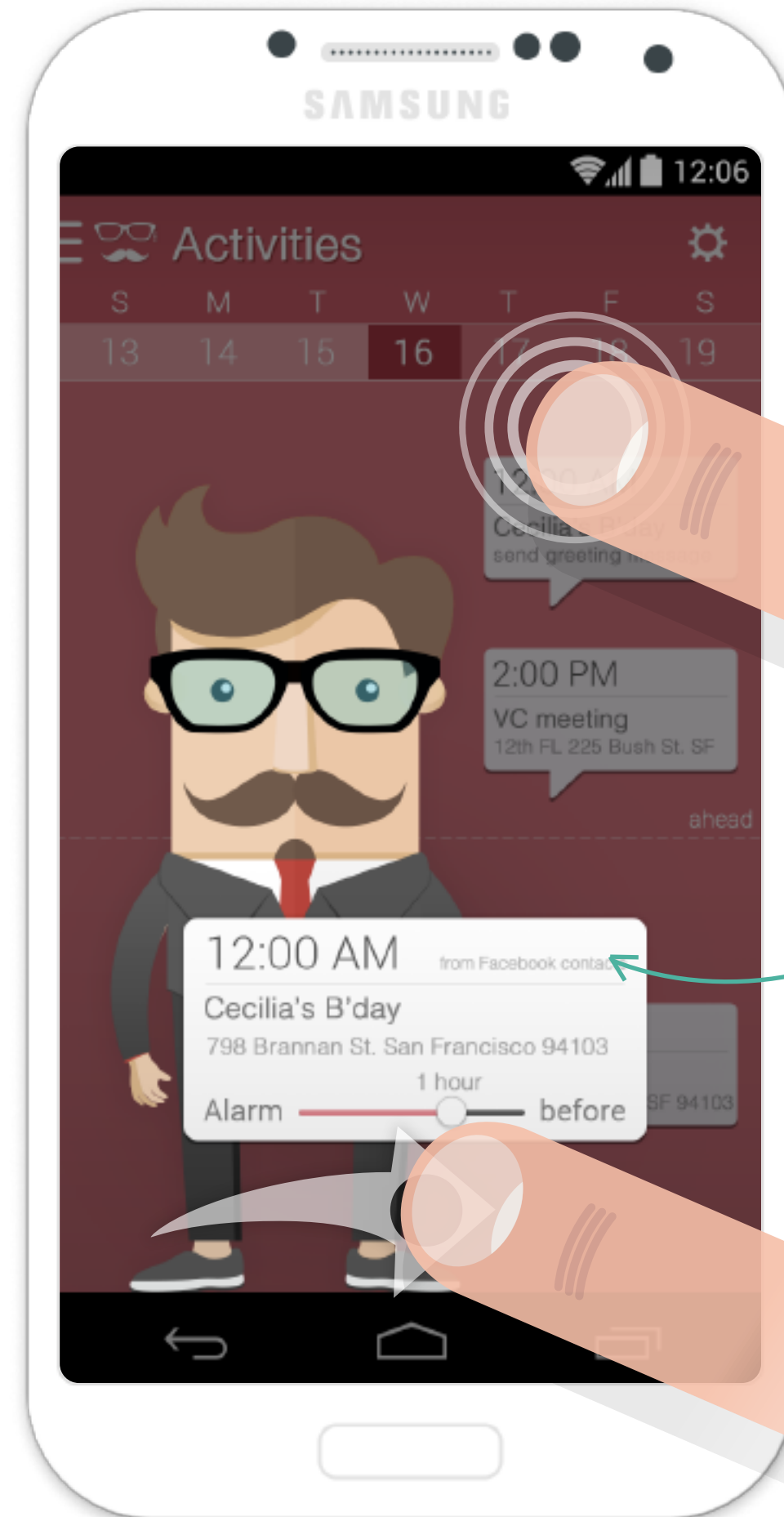
There is an “ahead” line  
Cards **above the line** remind **30 min ahead (standard)**  
The ahead time can set every single card  
Cards **under the line** remind **at the accurate time**

Tap to **view activity detail**

04 / 16



## Activities



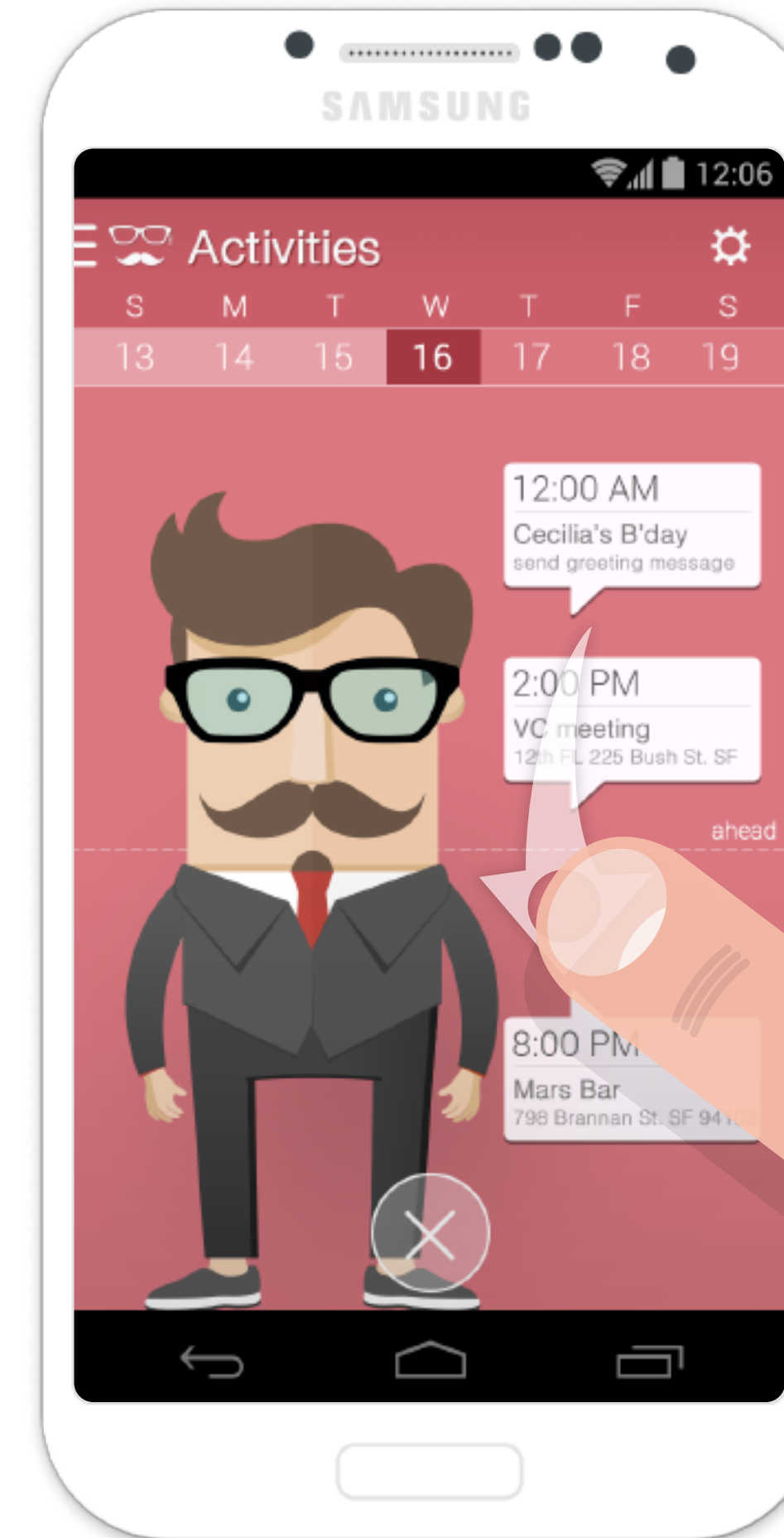
Tap blank place to go back or save edits

Activity detail  
Tap the word to edit

Drag the button to set up ahead time

05 / 16

## Activities



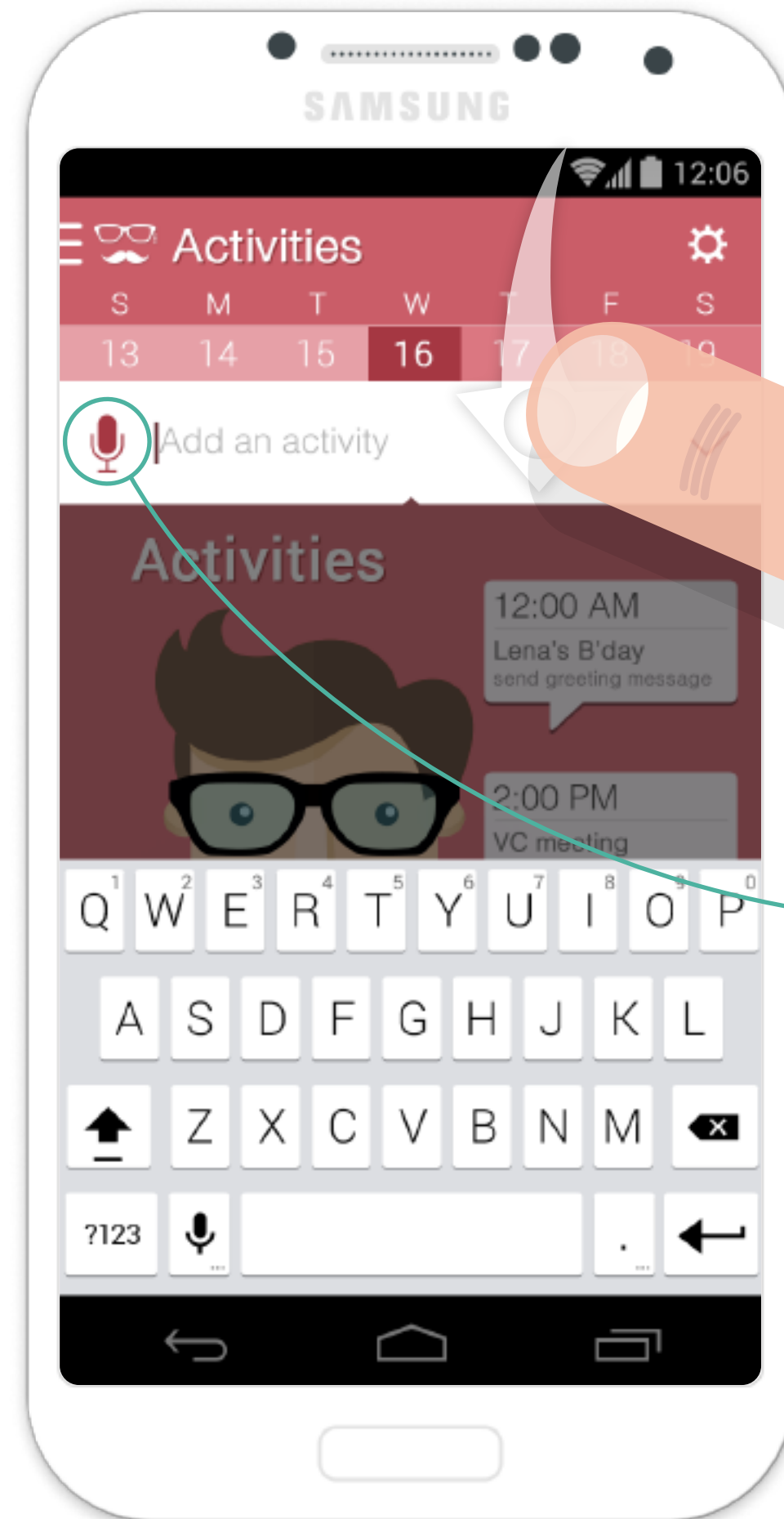
Drag the card to move into  
“ahead area” or “accurate area”

Slide down to the shopping list page

Or drag the card to **delete**

06 / 16

## Add

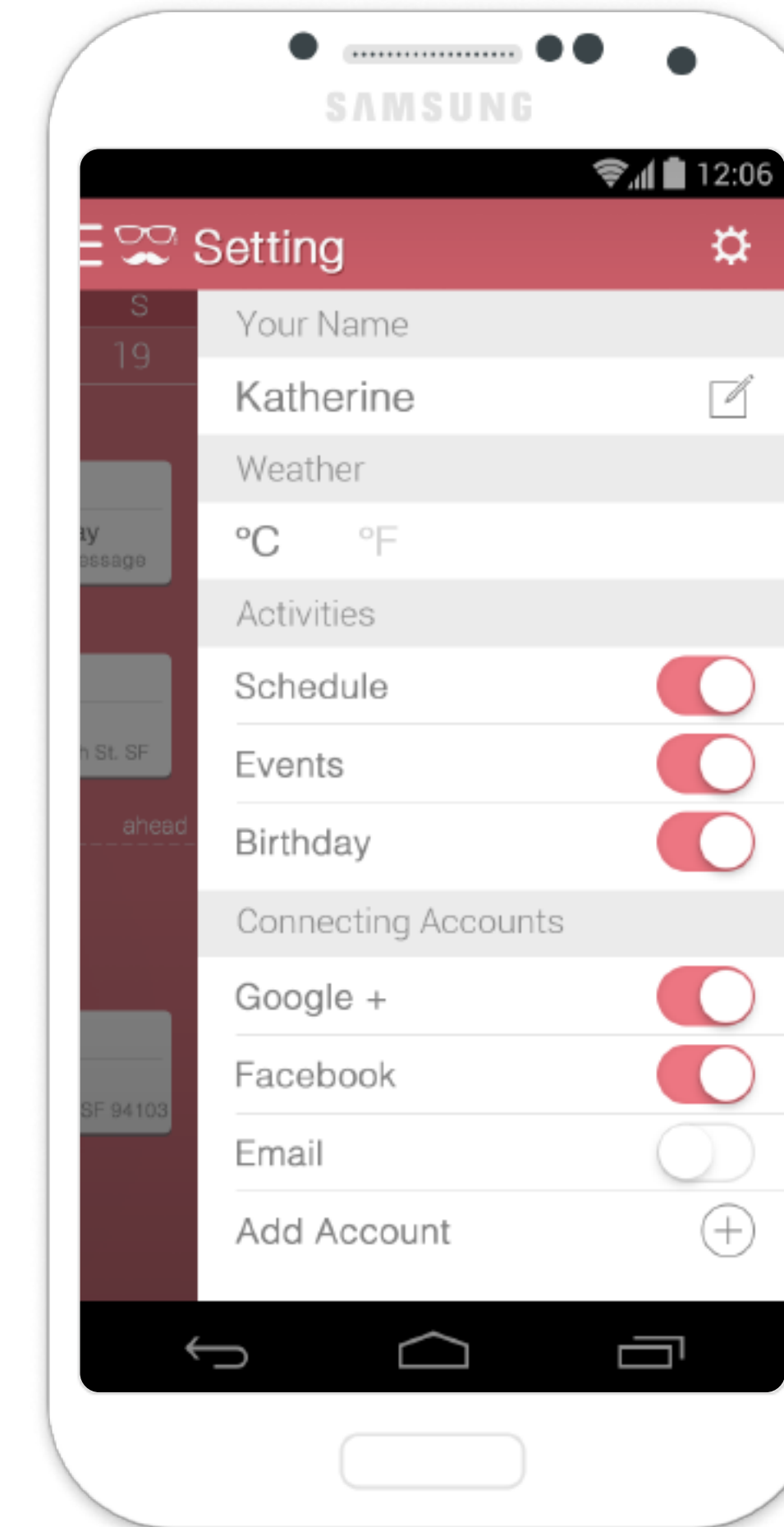


Drag down the calendar to add activity

Can do **voice** or **type** insert

07 / 16

## Settings



Your nick name, that's what do the butler call you

The way of showing temprature

The activities you want the app remind you

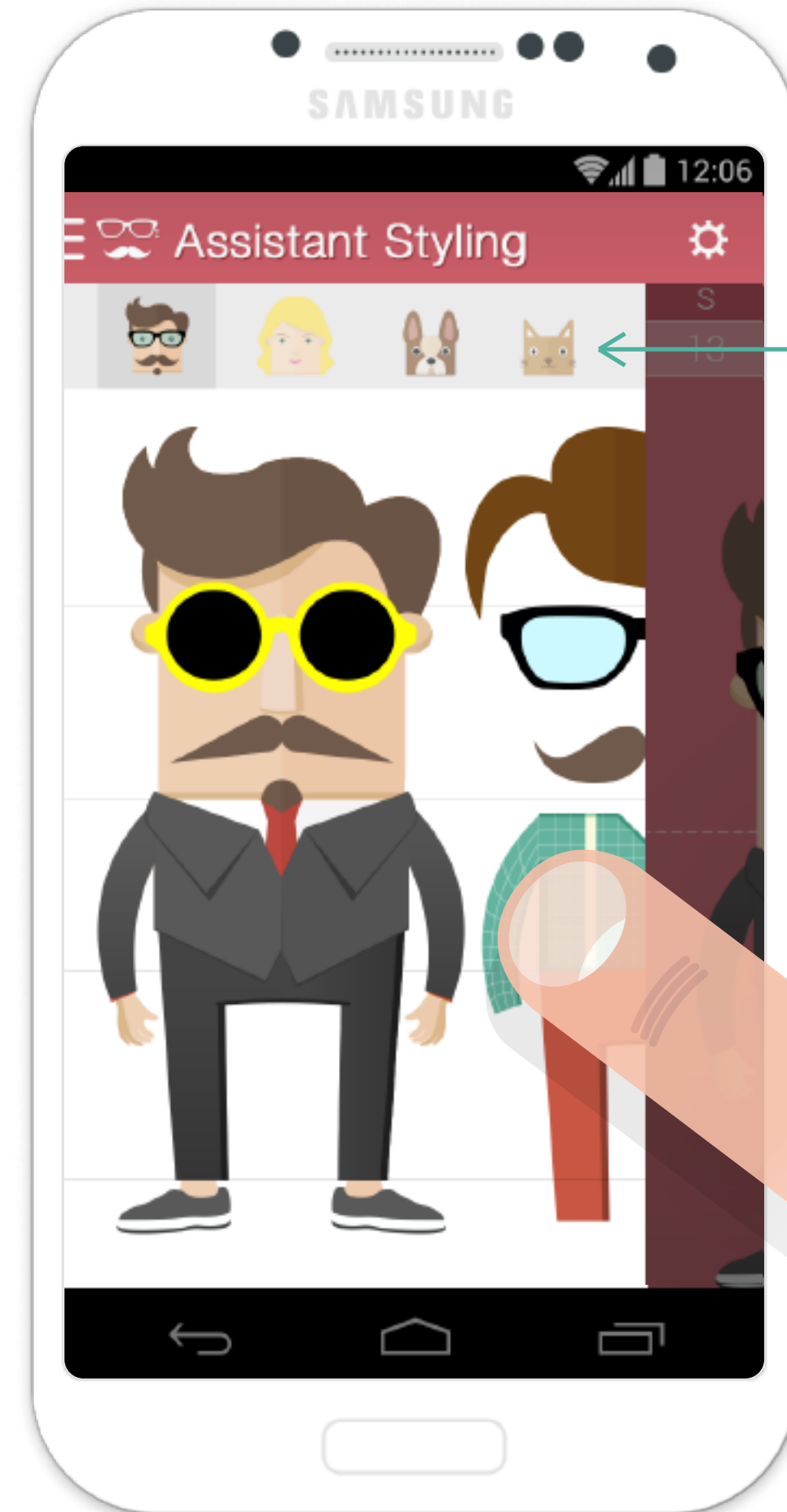
The connecting accounts to get your schedule

Add an account

08 / 16



## Character Styling



Choose male, female, dog or cat to be your butler

← →  
Switch to set your butler's looking

09 / 16

## Shopping

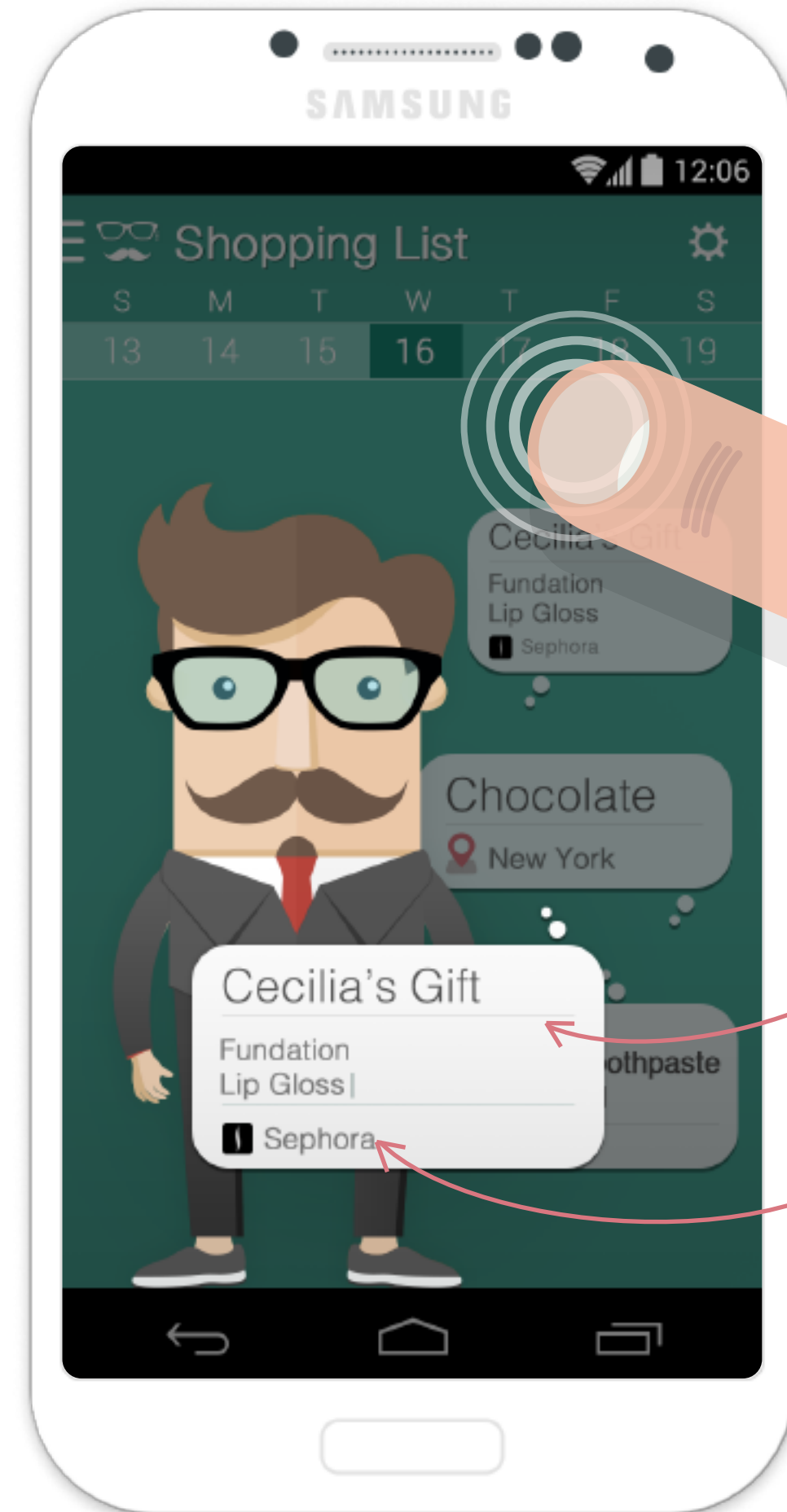


Shopping list cards

Tap to **view list detail**

10 / 16

## Shopping



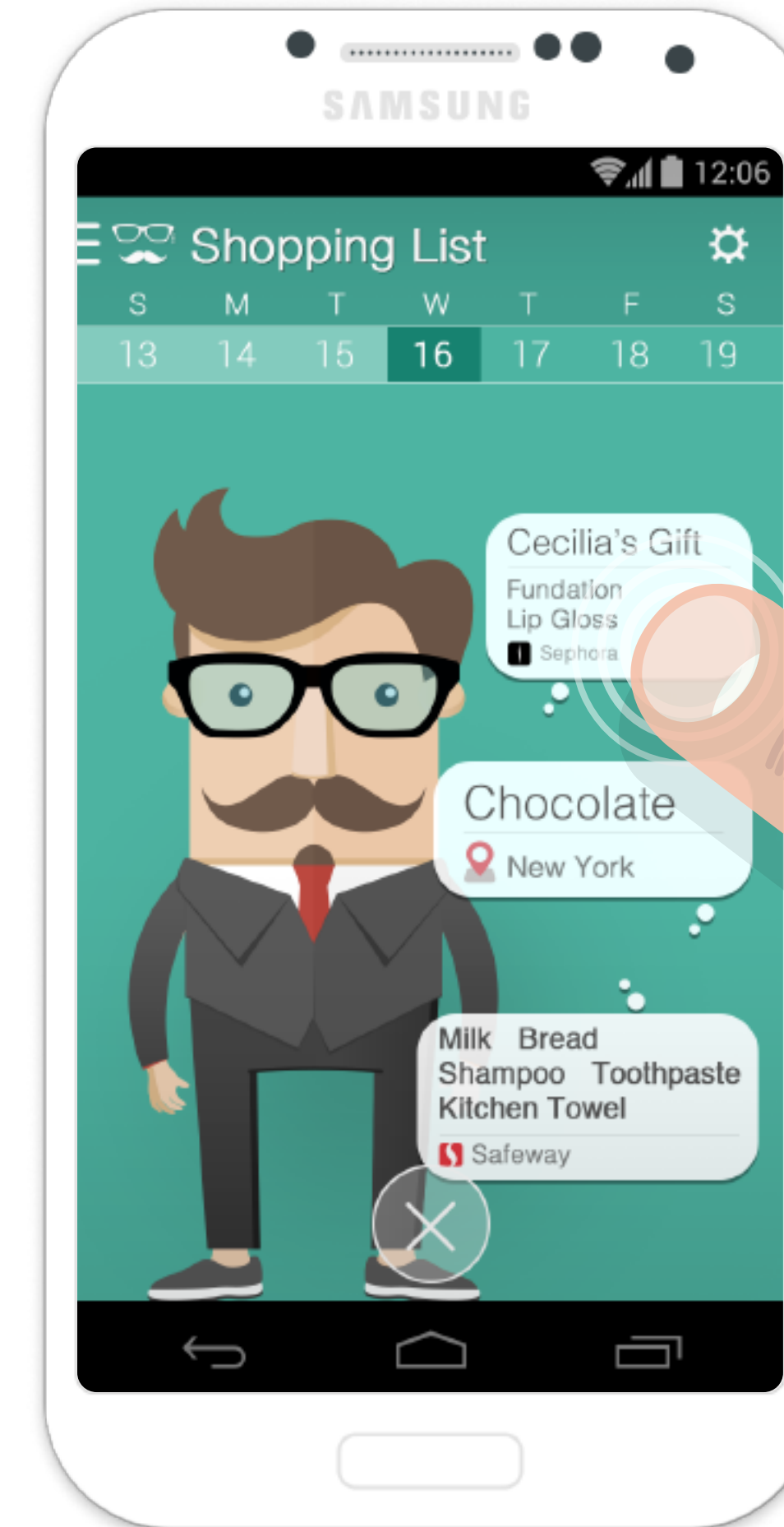
Tap blank place to go back or save edits

Shopping list detail  
Tap the word to edit

Here is the store which you want to buy stuff  
The app can **get the location on Google Maps**  
Or you can say want to buy something  
The app will **choose stores for you on Yelp high rate**

11 / 16

## Shopping

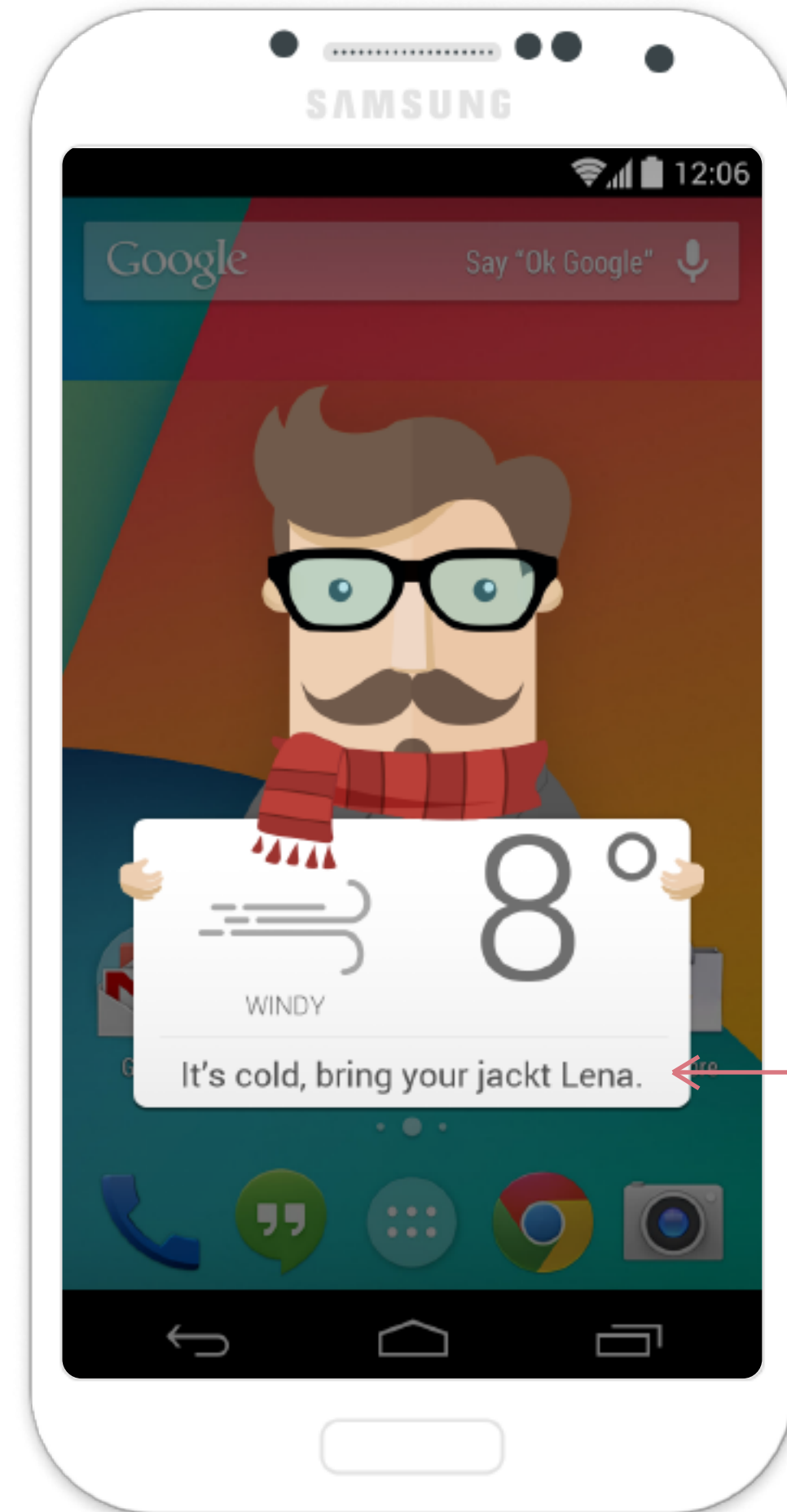


Drag card to move or delete

12 / 16



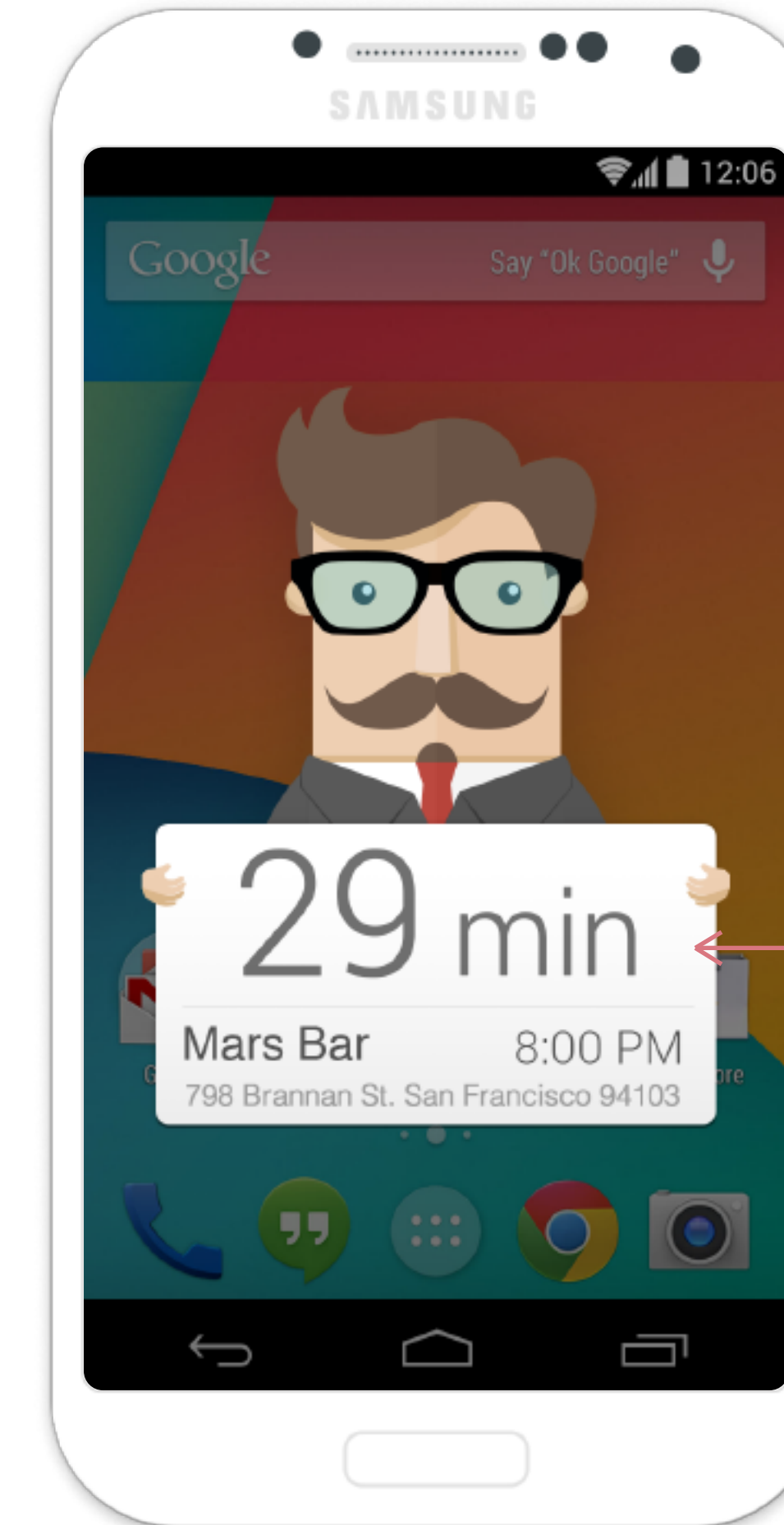
## Pop-ups



Suggestion about the weather

13 / 16

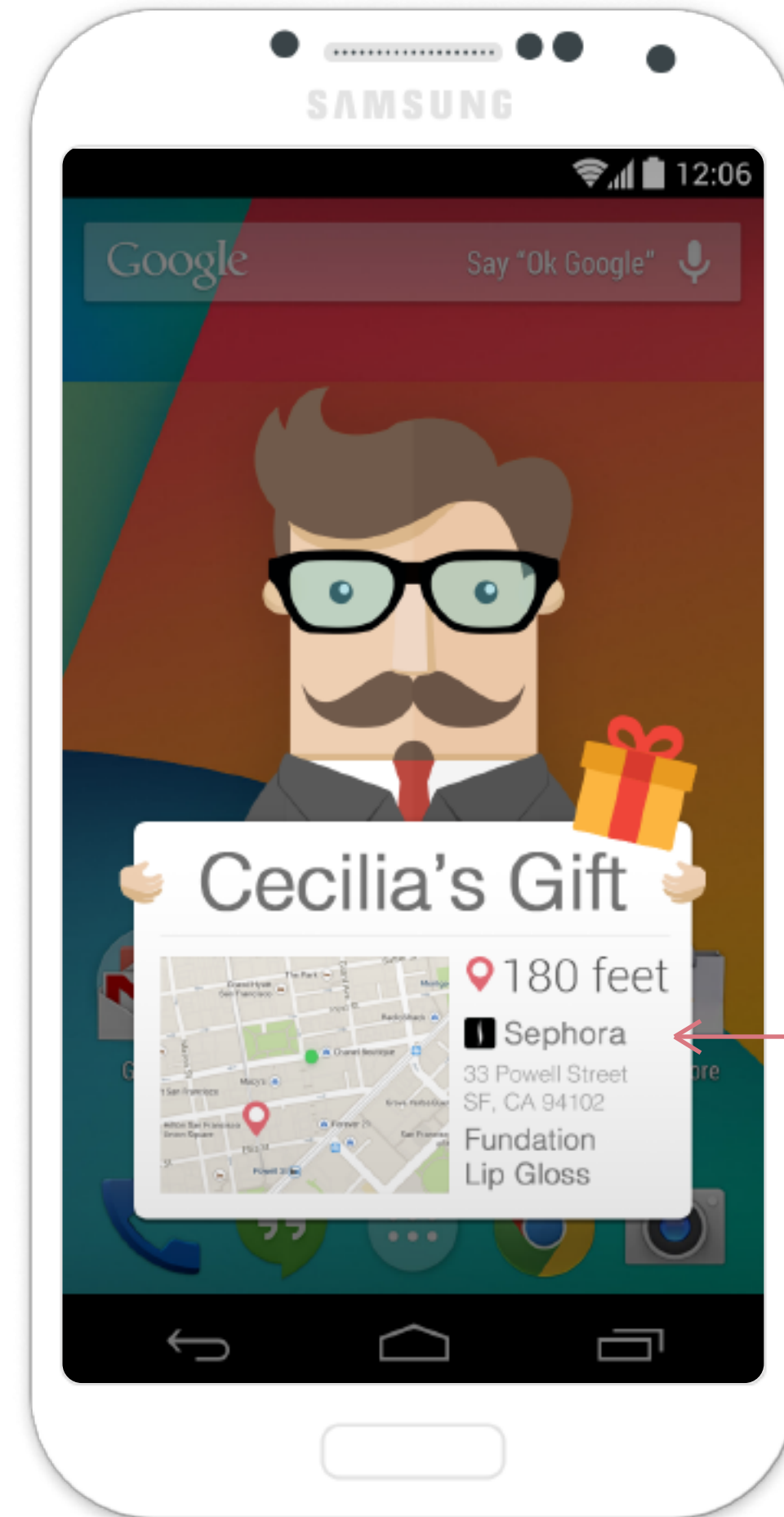
## Pop-ups



If you set up an ahead reminding,  
there's how many minutes the activity is coming.

14 / 16

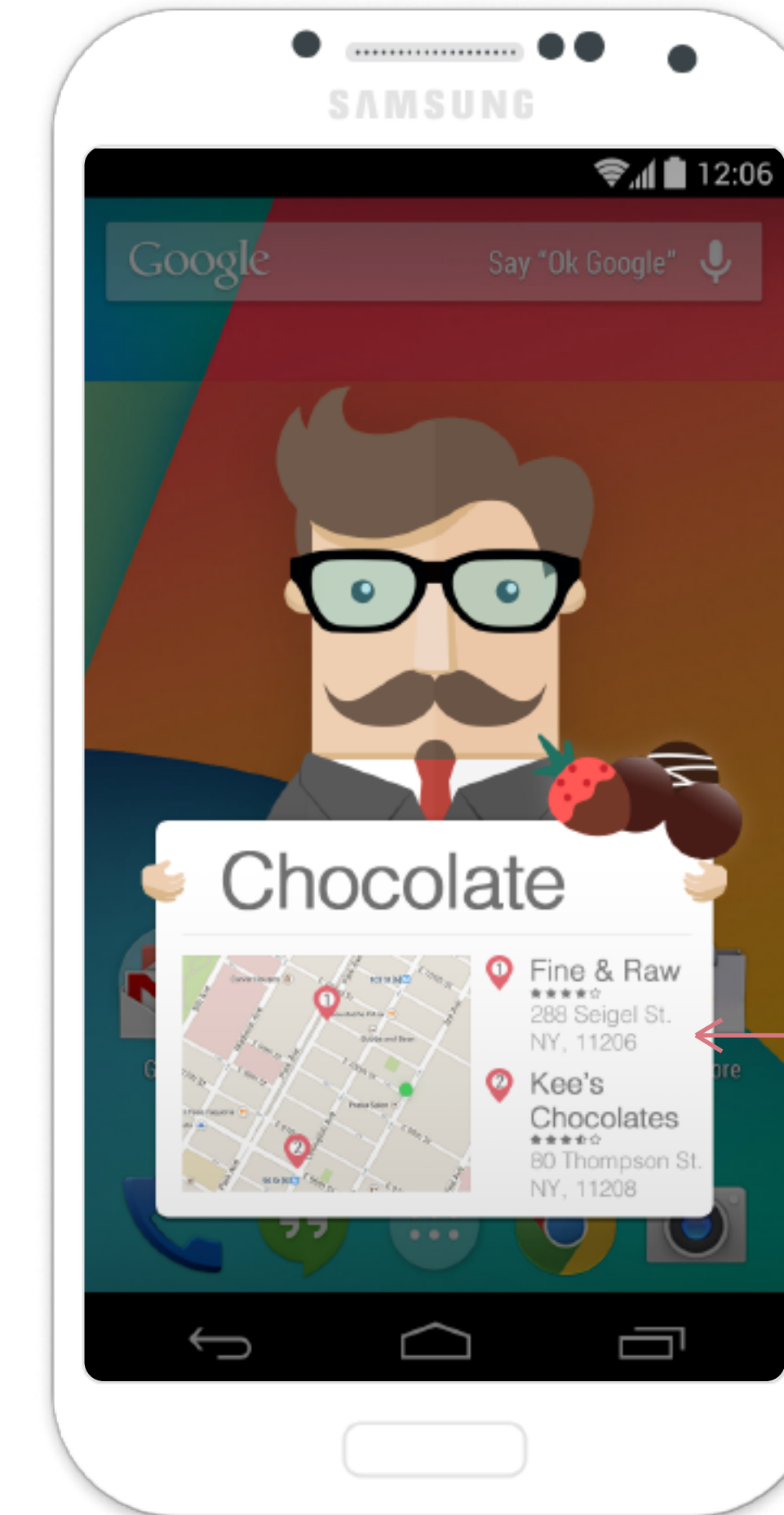
## Pop-ups



When you pass the store you want to buy something, the app will remind you.

15 / 16

## Pop-ups



If you don't type in a store, you type in a neighborhood or city, it will pop with a map and get rates from Yelp.

16 / 16



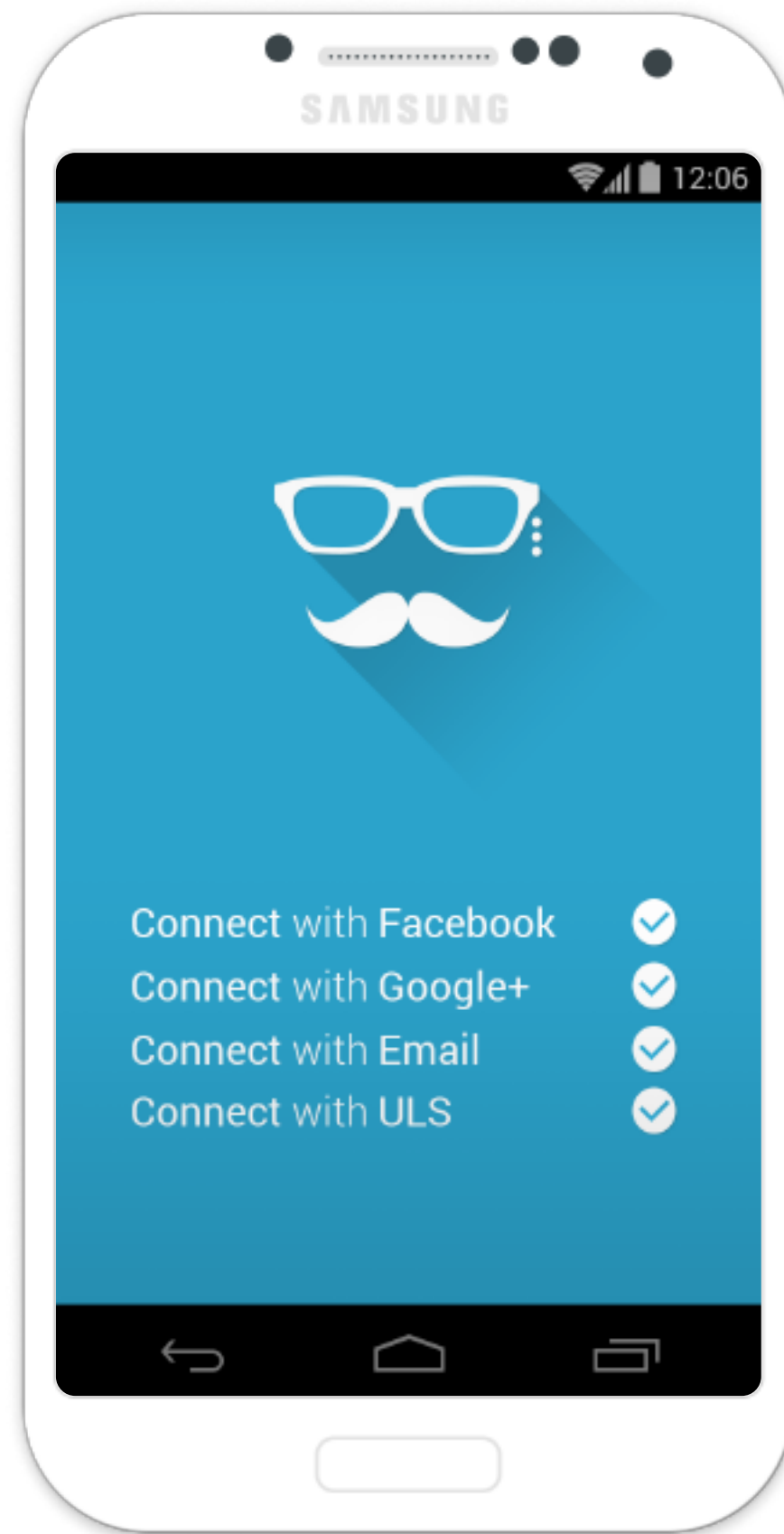
37	MOODBOARD
41	LOGO
45	SITEMAP
47	WIREFRAME
65	PROOF OF CONCEPT
75	TECHNICAL SPECIFICATION
77	TIMELINE

# Proof of Concept

## A day of Katherine



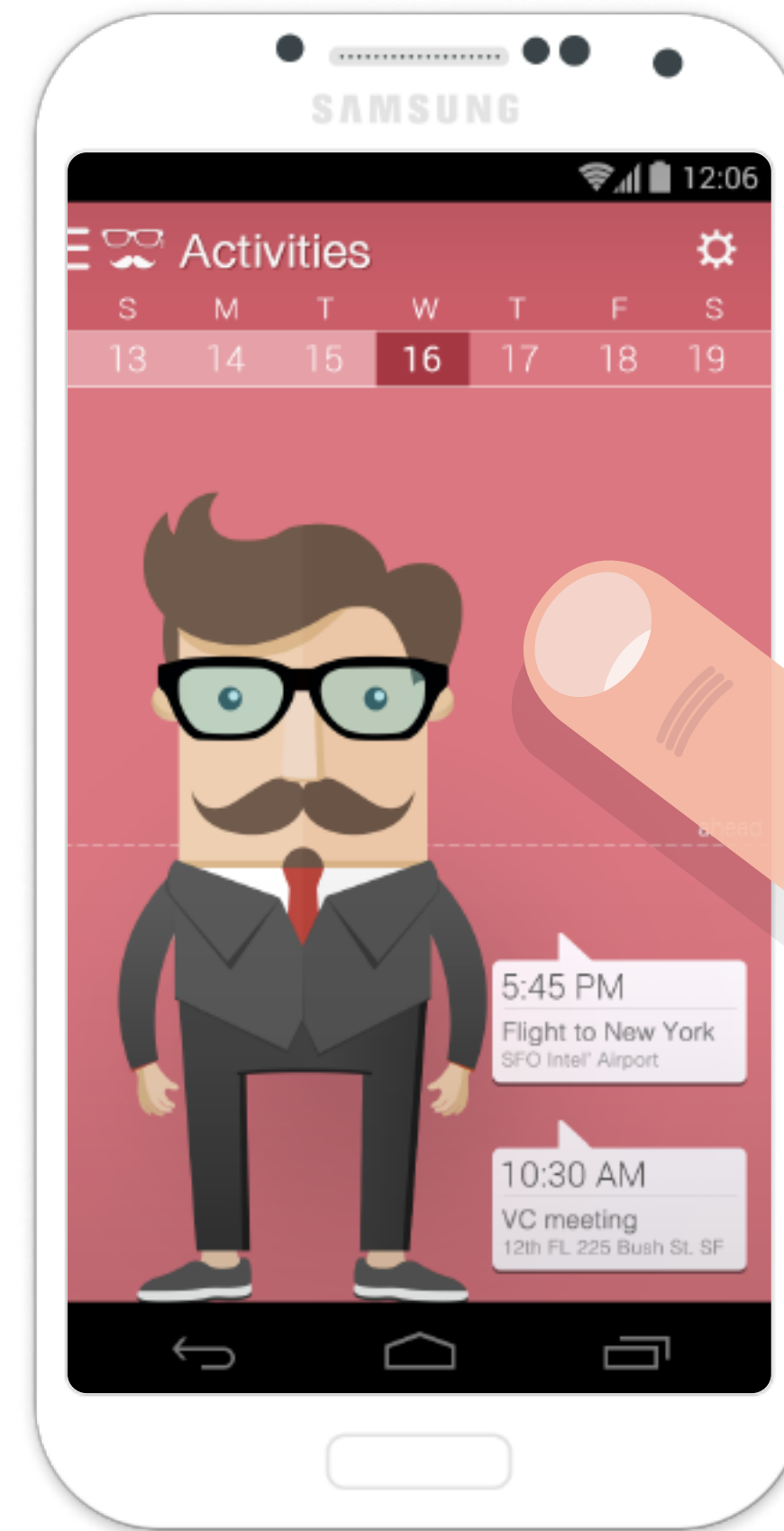
“ I’m busy at work but messy at life, I need an assistant to remind me about my off work schedule. ”



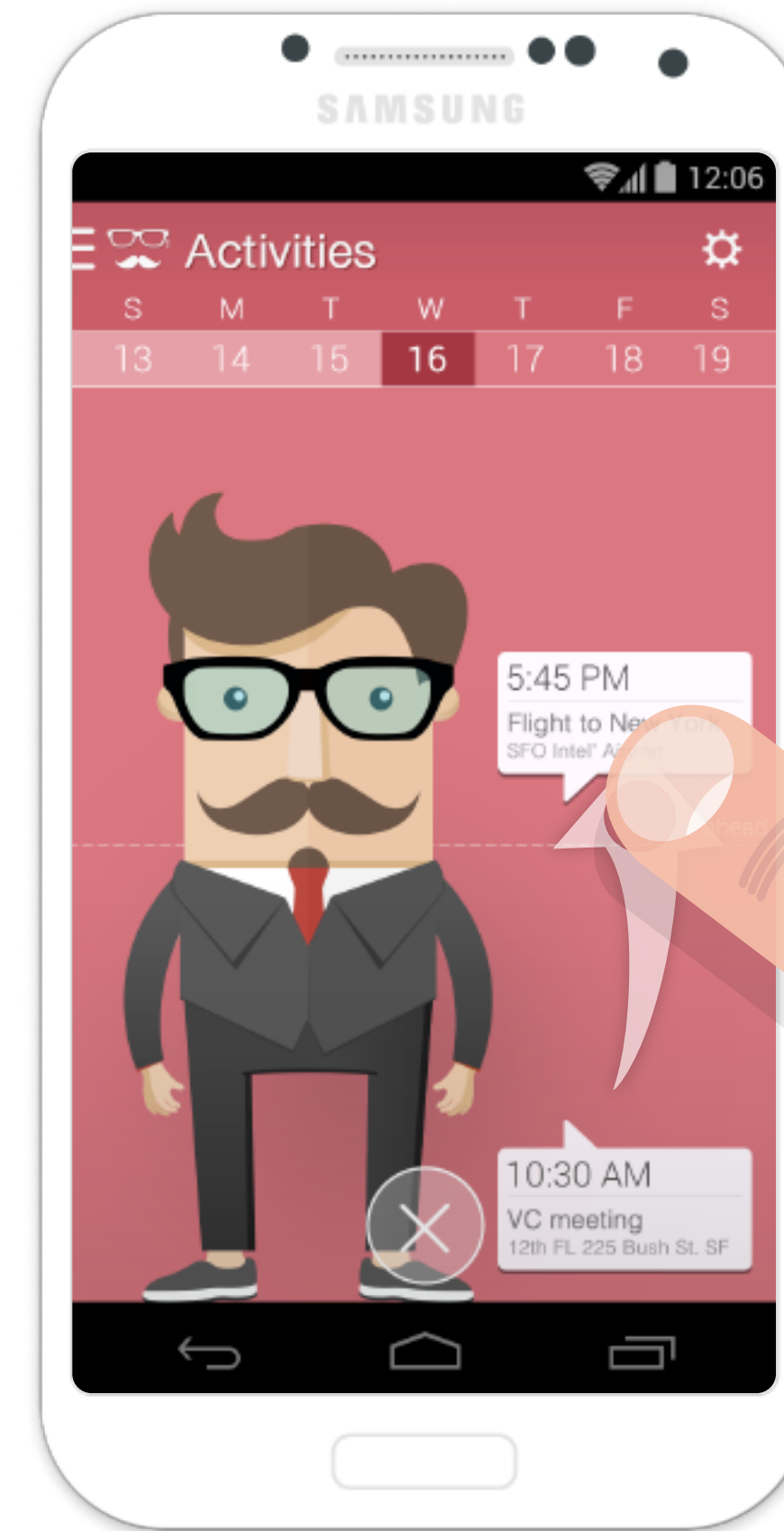
01. She downloads Today, and connects with her accounts.



02. Today gets her current location, and shows the weather of the city.



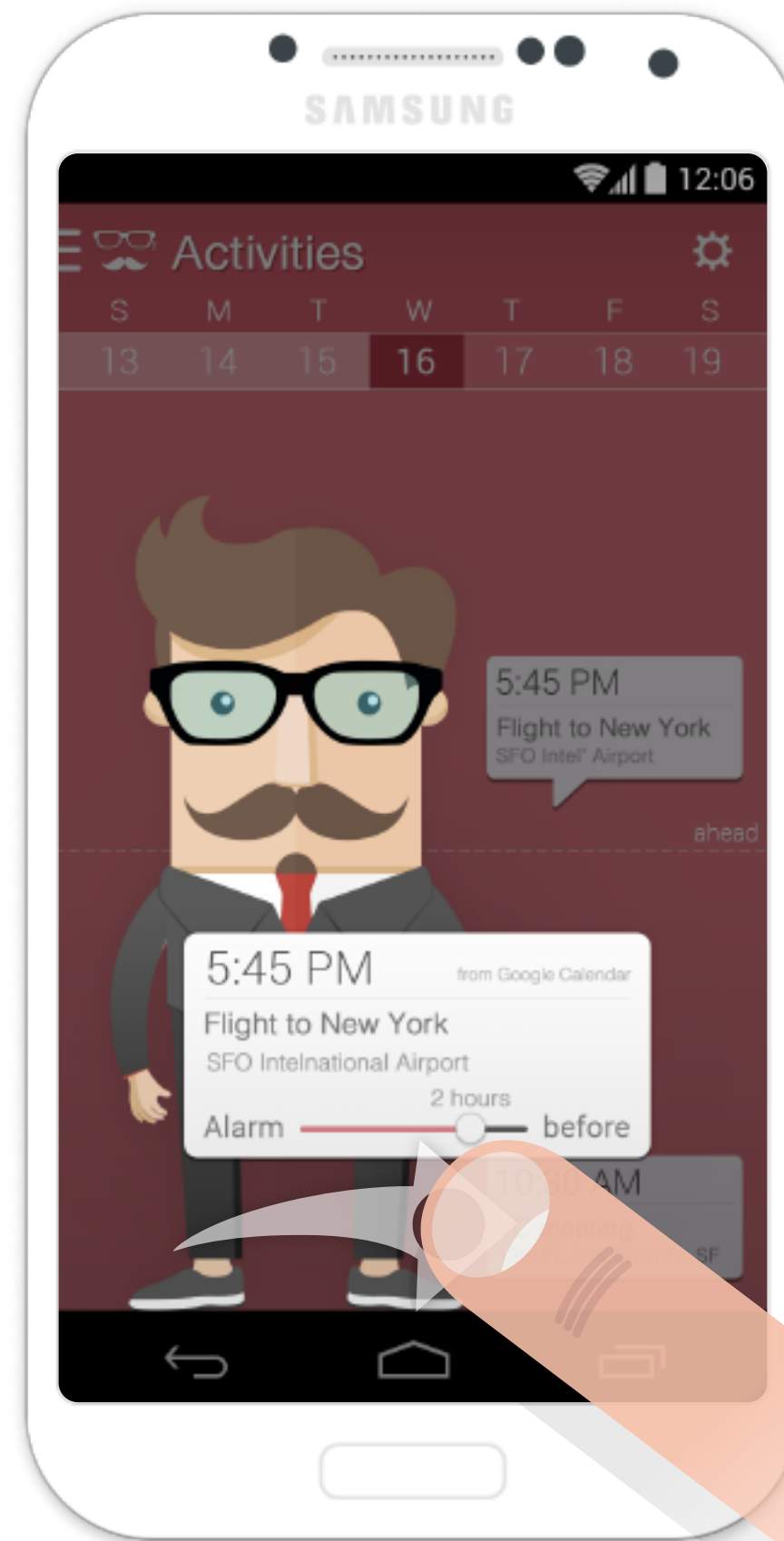
03. She slides down and checks her activities. The app auto insert 2 schedules of her.



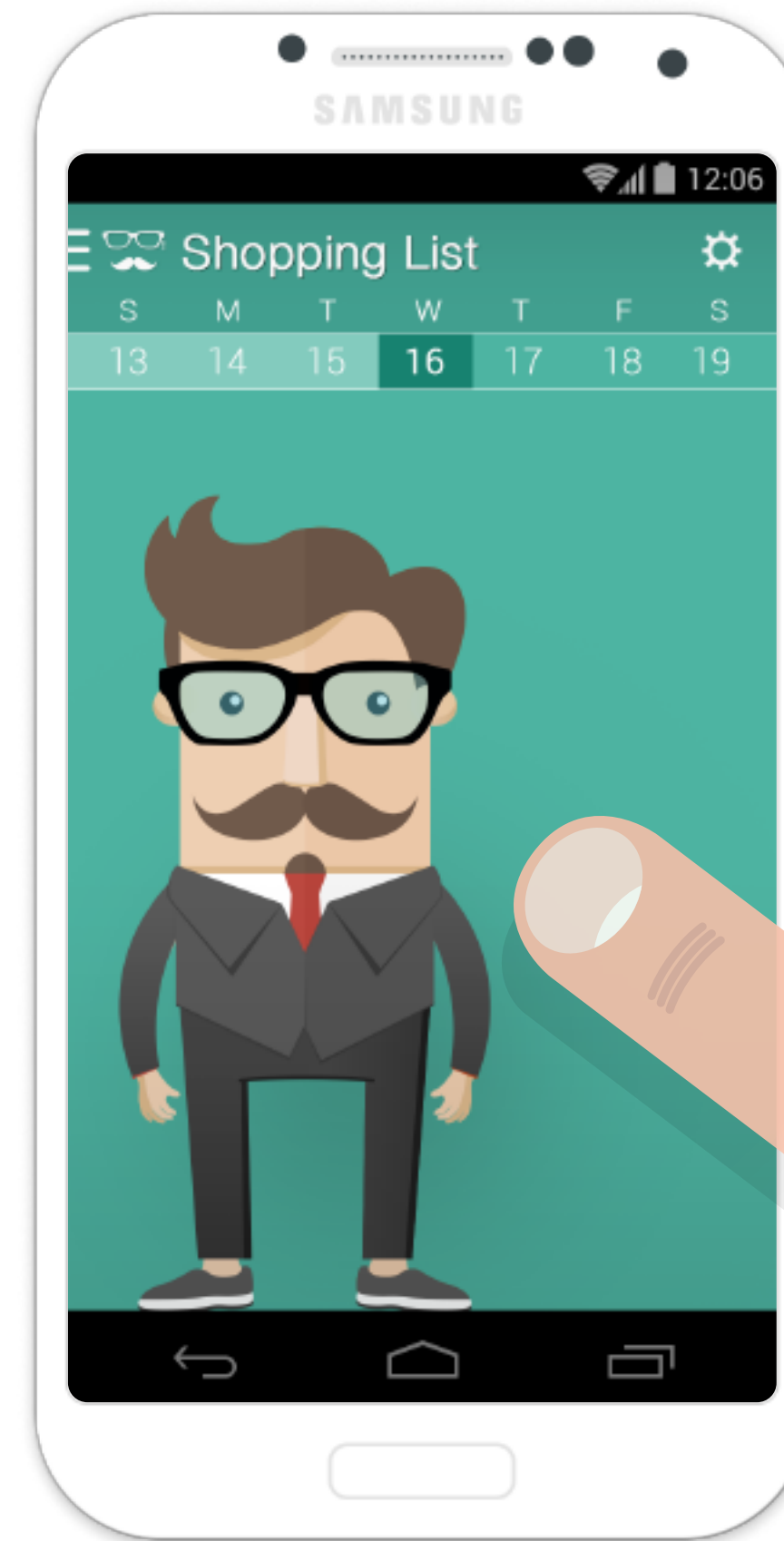
04. She drags one card to “ahead area”.



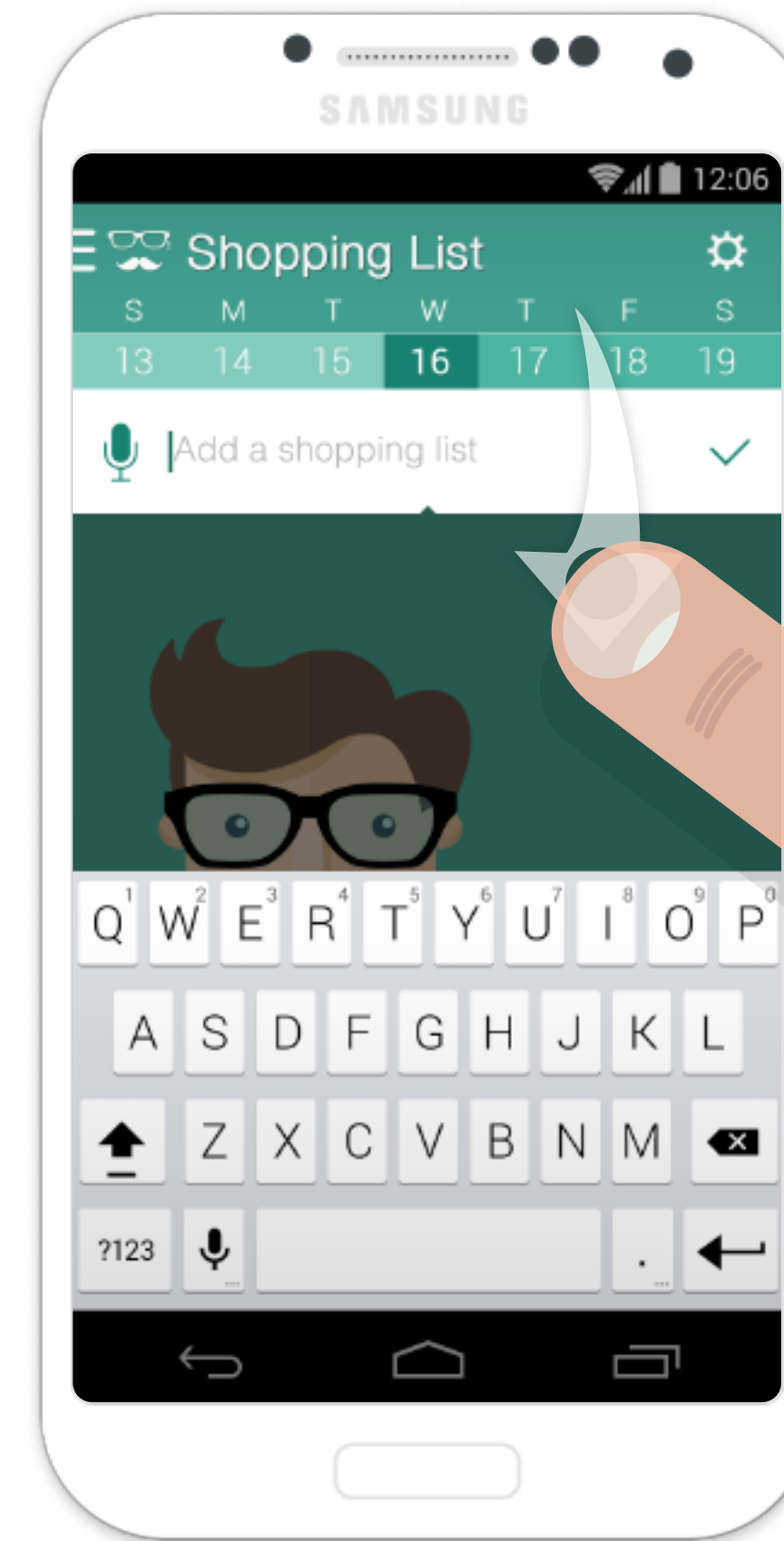
05. She clicks the card to view more details.  
Remind 30 min before is a standard setting.



06. She wants the app to remind her early, so she drags the button to 2 hours before. Then clicks blank place to save and go back.

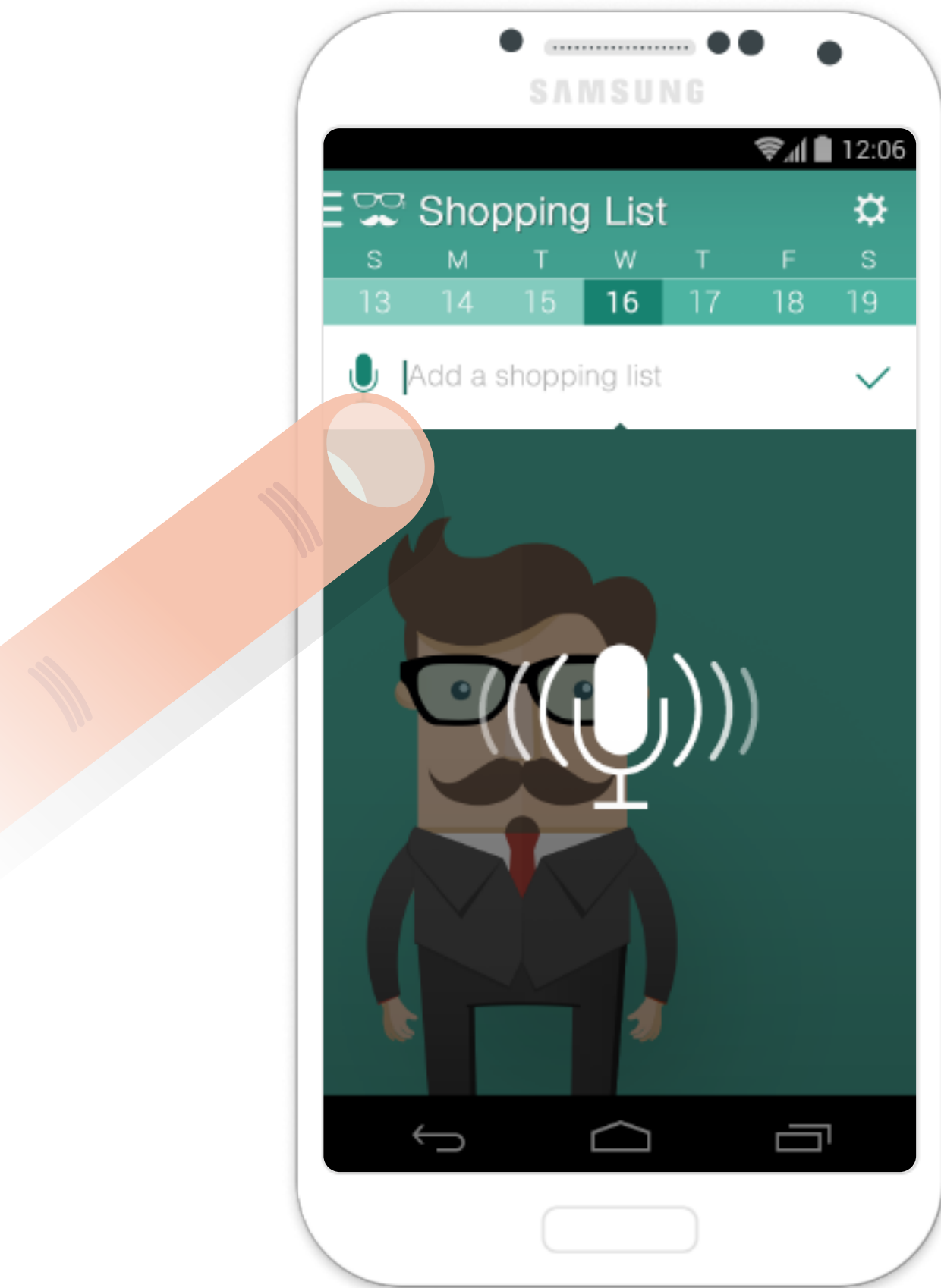


07. She slides down to shopping list screen.

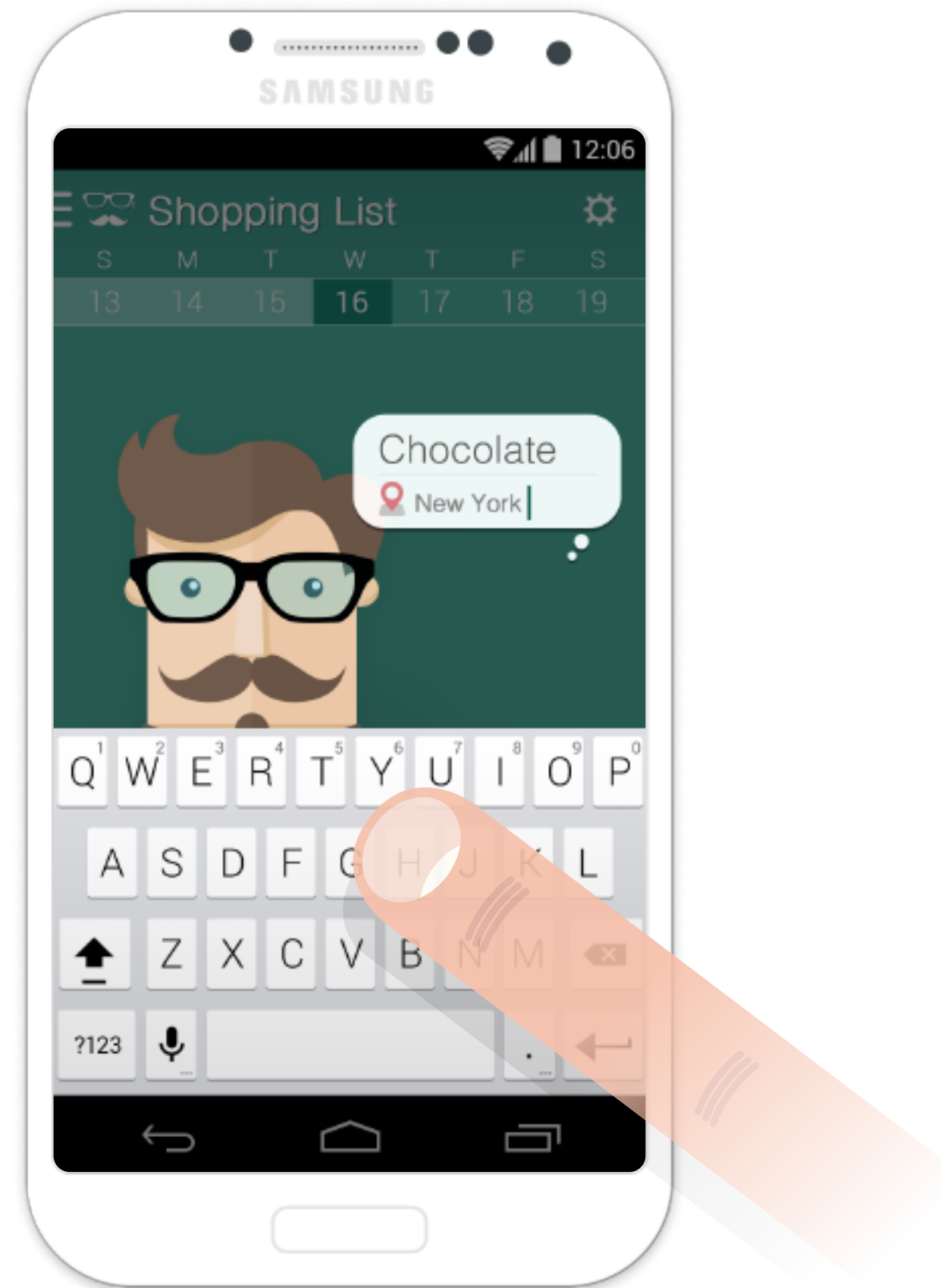


08. She drags down the add bar from calendar on the top, an add place comes out.

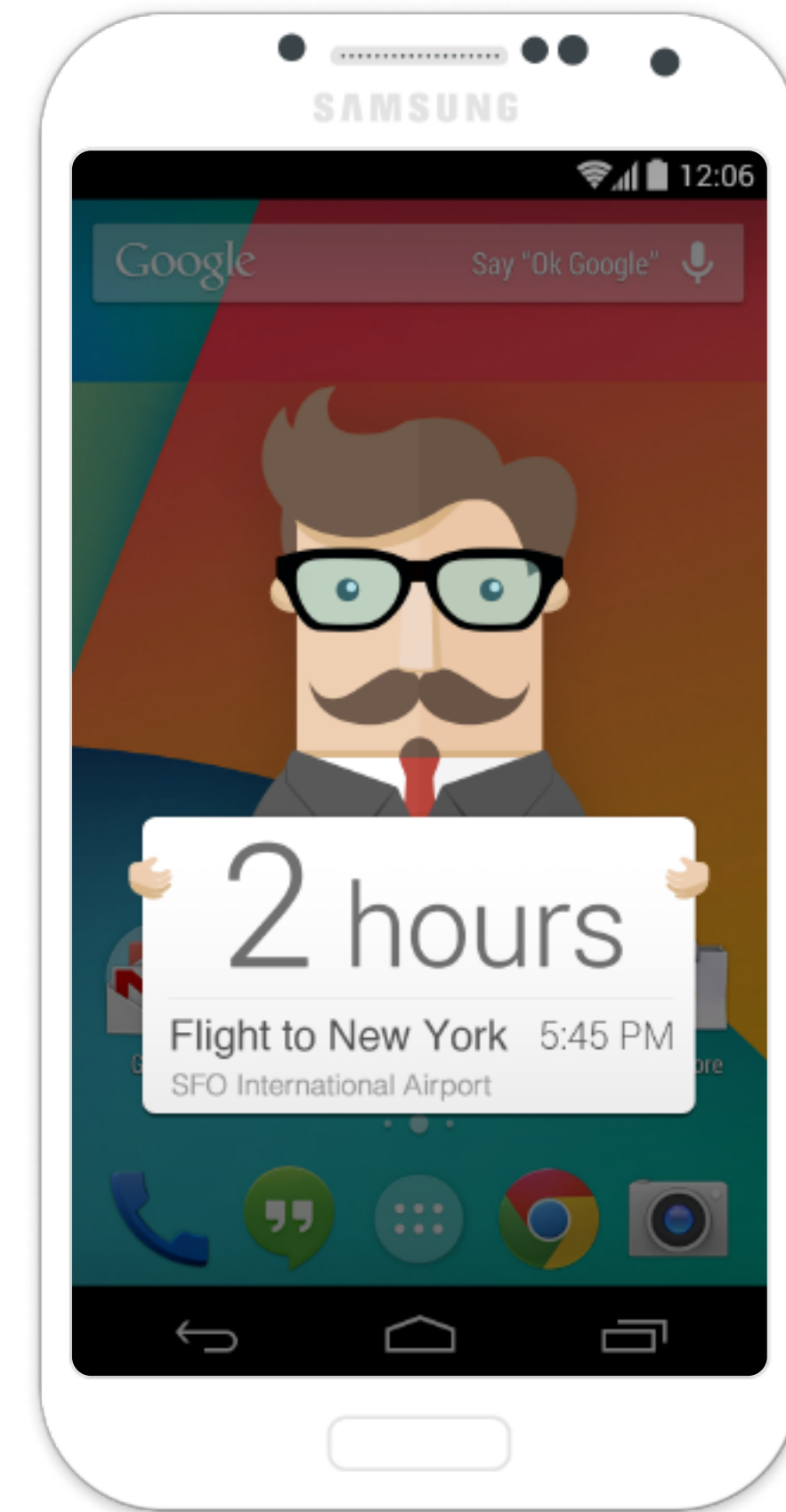




09. When she presses on the mic button, it starts voice insert.



10. A card comes out, after her speak, then type in the place she wants to buy chocolate, it's done.



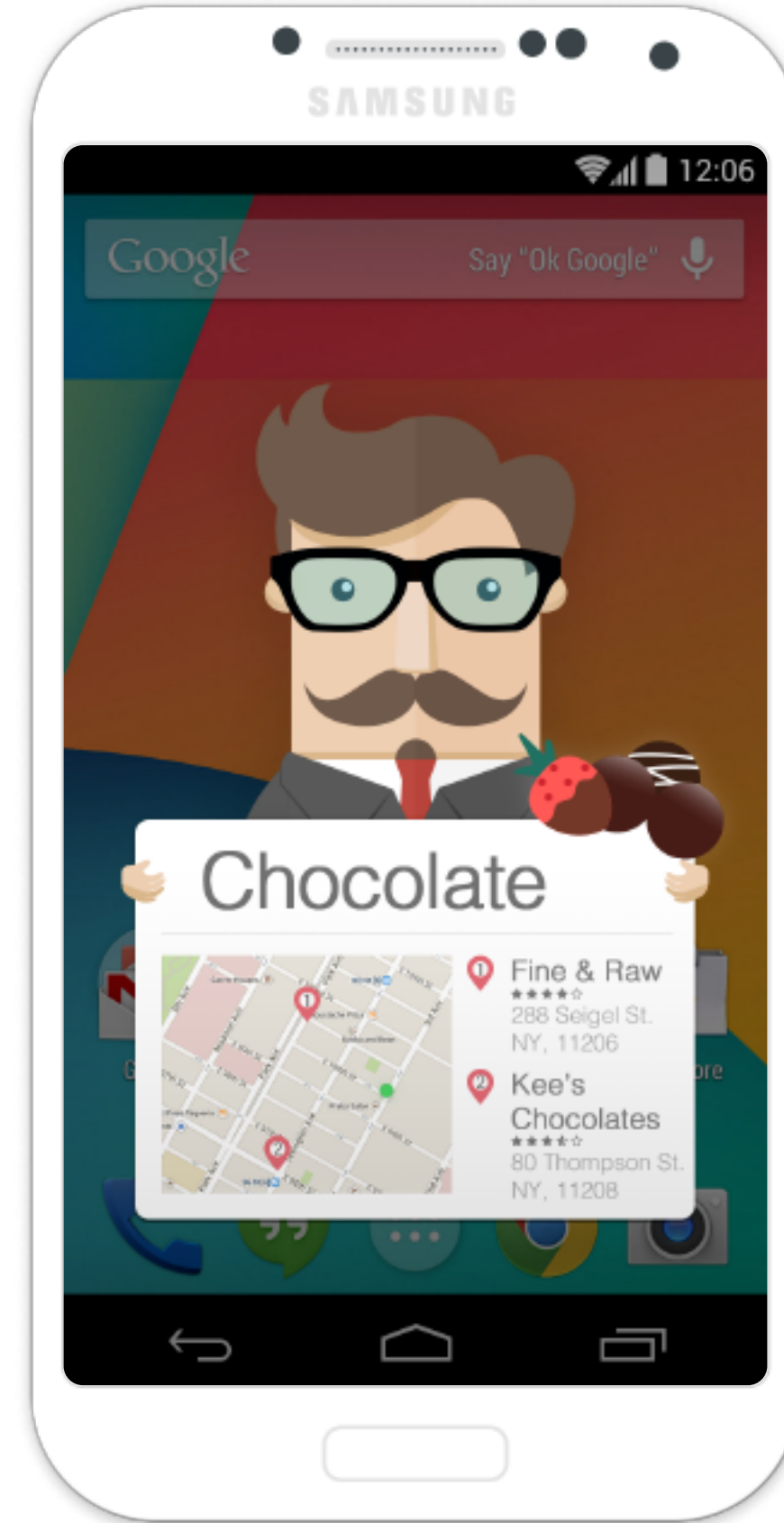
11. At 2 hours before her flight, the app reminds her by pop-up.



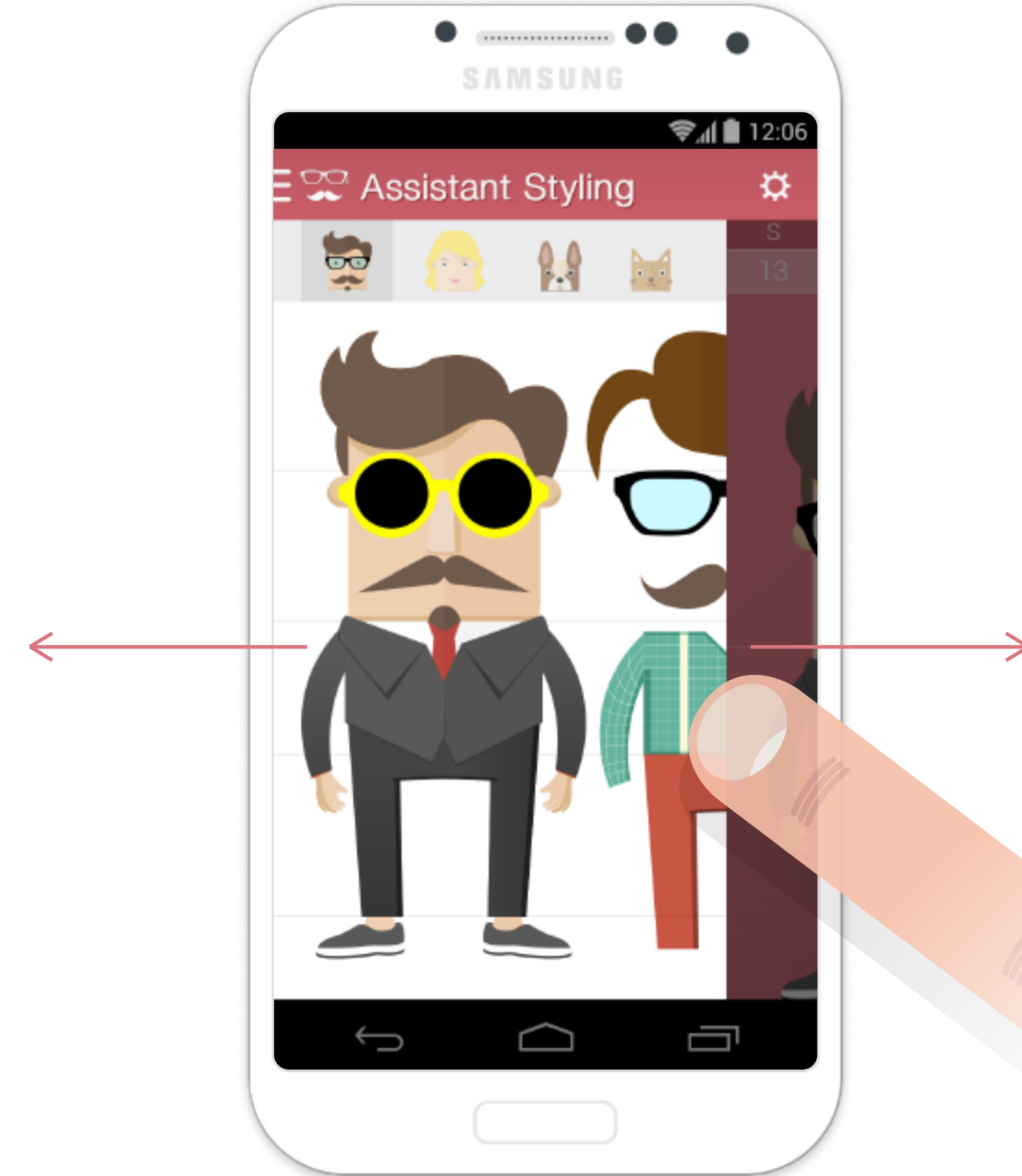
12. Then the app shows the weather at New York, to remind her bring more jacket.



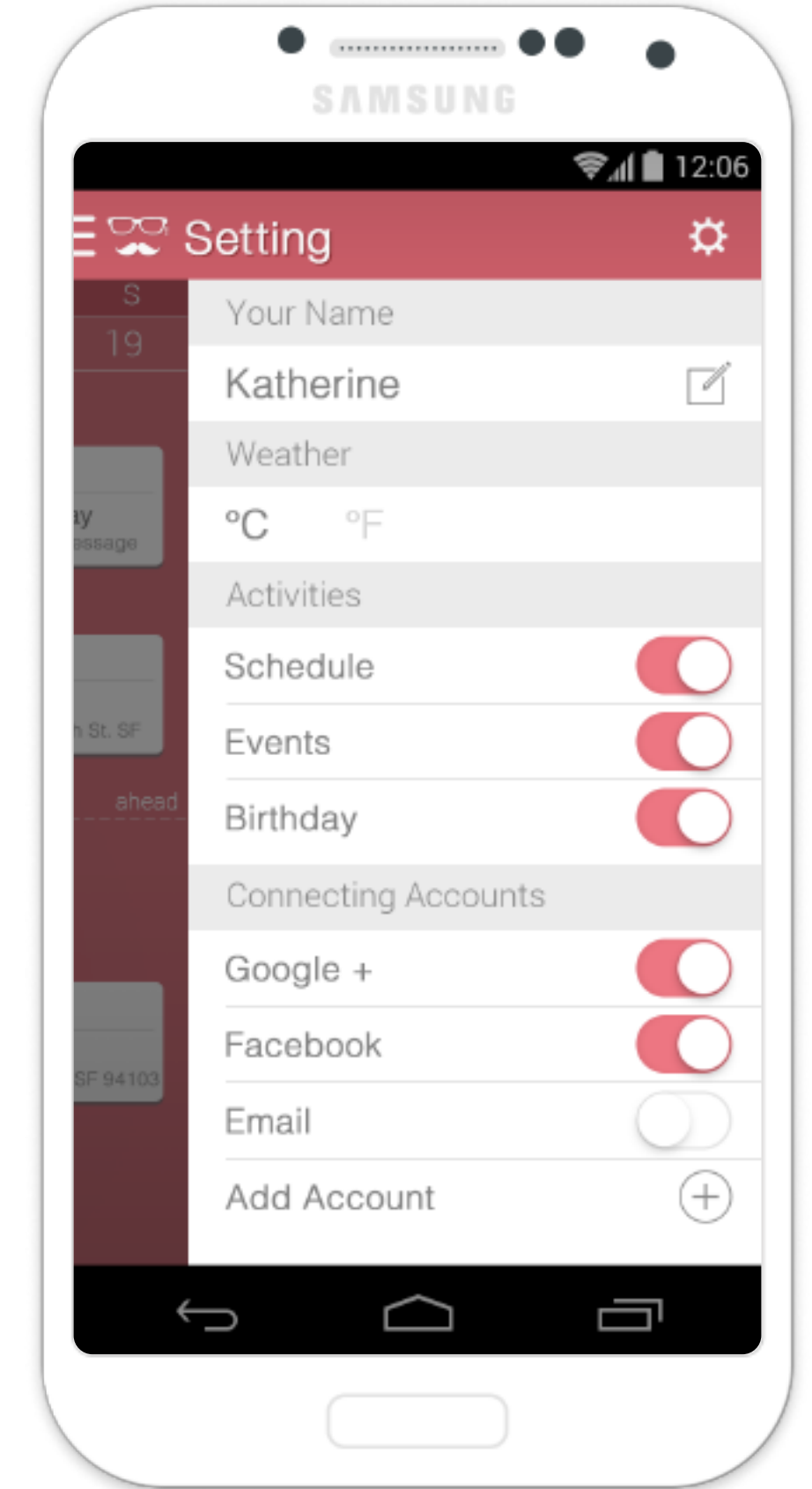
Katherine arrives New York City and walks around at Manhattan.  
When she pass chocolate stores, the app works.



13. The butler shows her some options of chocolate stores from Yelp.



14. After all, she wants more fun, she sets the butler's looking by slipping outfitters.



15. And chooses remind options and set up linking accounts.



37	MOODBOARD
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77	

# Technical Specification

It is a mobile application based on Android system.

## Visual



Adobe Photohsop



Android design guideline



Adobe Illustrator

## Develop



HTML 5



Javascript



CSS 3



jQuery mobile

## APIS



Google+ API



Yahoo Weather API



Google Calendar API



Email API



Google Maps API



Yelp API



Facebook API

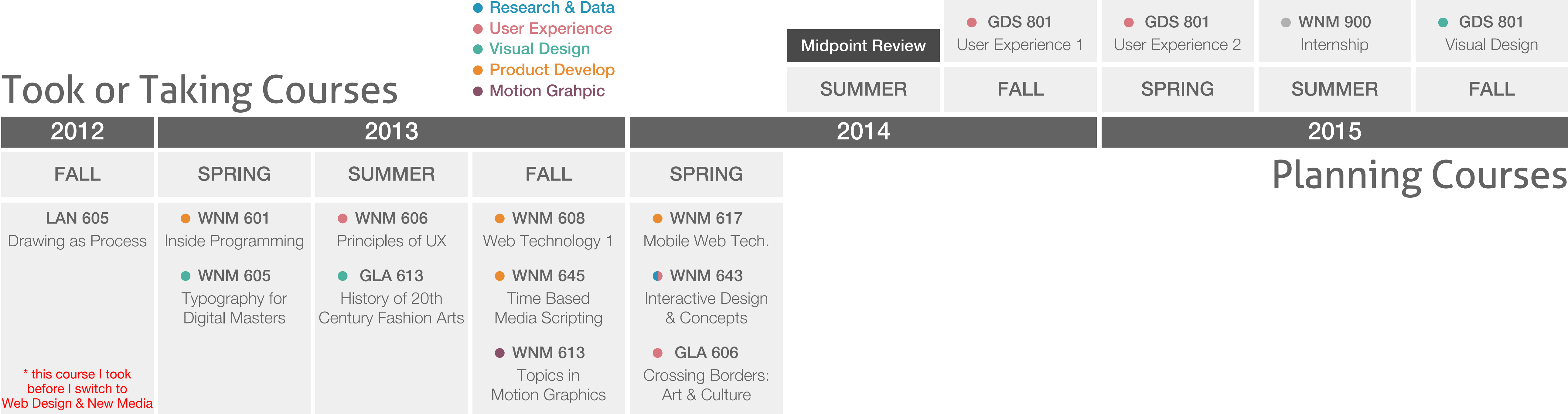


Amazon API



37	MOODBOARD
41	LOGO
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77	TIMELINE

# Timeline



The background of the slide is a solid blue color with a repeating pattern of white icons. Each icon consists of a pair of glasses and a mustache, arranged in a grid-like fashion.

# END

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## THANK YOU